



**Bachelor of Business Administration**  
**B.B.A (ISM) Semester-IV**

<b>Course Code</b>	<b>UM04SBBS72</b>	<b>Title of the course</b>	<b>Rurban Development</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	To get an exposure to a new rural area and the socio-economic condition of people .
	To provide knowledge from ancient to modern agricultural practices .
	To face the rural reality during the rural living and learning experience .
	To impart in-depth practical knowledge in crop cultivation practices.
	To cope with adverse situations during their rural staying at different remote parts of rural Bengal.
	To provide knowledge on working of different farm implements .
	Detailed knowledge on various agri-business activities .
	To build the manpower for serving the rural community.
To disseminate recent agricultural technologies through extension.	

Course Content			Weightage
Units	Description		
<b>1</b>	RURAL DEVELOPMENT	Concept of Rural Development ,size , structure and characteristics , determinants of rural development, Gandhian model of Rural Development	25%
<b>2</b>	URBAN DEVELOPMENT	Concept of Urbanization, Migration and Urbanization Dilemma: Trends in Urbanization, Urban informal Sector, Urban unemployment,	25%





**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2022-2023**

		Migration and development, Todaro's Migration Model.	
<b>3</b>	<b>RURAL DEVELOPMENT</b>	Concept , rural planning, Benefits and need analysis, rural model- Spatial Model and economy Model, Sustainable Rural Development –ways and means,  Vision of Rural Development Plan by Government of Gujarat	<b>25%</b>
<b>4</b>	<b>RURAL SCHEMES IN GUJARAT AND FUTURE CHALLENGES</b>	Rural Morphology in Gujarat, Gov. of Gujarat Current Schemes, Initiatives and Future Challenges. A study of Model village (Dharmaj & Thamna Village in Anand districts)	<b>25%</b>

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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**COURSE OUTCOMES:**

<b>1</b>	The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.
<b>2</b>	It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.
<b>3</b>	It is to develop expertise in planning and management of rural development programmes with focus on participatory development.





<b>4</b>	It is innovative, skill and employment oriented to attract bright students to the discipline of rural development.
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**REFERENCES:**

1. Micheal P Todaro (2001) :- "ECONOMIC DEVELOPMENT" Pearson Education
2. Mishra S K & Puri :- "ECONOMICS OF DEVELOPMENT & PLANNING THEORY & PRACTICE" Himalaya Publication
3. M L Jhingan :- "ECONOMICS OF DEVELOPMENT AND PLANNING" Virinda Publication
4. www, rural-urban.org
5. <http://www.vibrantgujarat.com/document/vibrant-gujarat-summer/Rurbanization-Changing-face-of-modern-India>
6. Government of Gujarat, Development Program 2011-12 general administration department, planning development, gandhinagar, Febr 2011.
7. <http://www.jnvr.net/thechandigarhproject/RURBANPLANNING.html>
8. <http://www.jnvr.net/thechandigarhproject/rurbanmodels.html>

