



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

Advance Diploma in Rural Management

Learning Objectives

The objective of this programme is to make the learners understand the blending of knowledge and skill development needed for effective utilization and management of human and valuable resources within the parameters of Rural Management. This programme intends to develop critical appreciation and impart effective skills for managing various functions of the rural pockets of the country. This programme is an assimilation of the general principles and theories of management and their practical applications for managing the contemporary and emerging rural based organization / institutions.

Learning Outcomes

After the successful completion of this programme the learners should be able to:

- State the general principles and theories of management and how they can be applied for smooth functioning of rural based organization / institutions.
- Demonstrate managerial skills for different functional areas like marketing, finance, human resource management.
- Develop integrated strategies using a wide variety of tools and techniques to meet the emerging challenges in the field of rural management.

Highlights of the Course:

- **Duration of the Course:** 1.5 years (minimum) and 4 years (maximum)
- **Conduct of Classes:** On weekends for 4 hours (preferably on Sundays)
- **Total Counselling Sessions:** 48
- **Study Hours:** 1440
- **Evaluation Methodology:** Based on Assignments and Term End Examination (TEE) of each Semester.

Target Group

Students who want to pursue Rural Management Specialists / Analyst as a career and individuals interested to make career in rural management.

Eligibility Criteria: +2 pass

Pedagogy

The Course shall be taught with Self-Learning Materials, E-learning Materials, OERs, Video Lectures and Project Assignments.

Course Structure:

Semester-1		
Course-01	Rural Society	4 credits
	Block – 1: Rural Sociology	
	Block – 2: Village Community	
	Block – 3: Rural Social Structure and Institutions	
	Block – 4: Caste System	
Course-02	Management Principles and Applications	4 credits
	Block-1: Introduction to Management	
	Block-2: Planning and Decision Making	
	Block-3: Principles of Organizing	
	Block-4: Directing and Controlling	
Course-03	Rural Development in India (Central & State Govt. Schemes)	4 credits
	Block – 1: History of Rural Development in India	
	Block – 2: Rural Development and Regional Disparity	
	Block – 3: Approaches to Rural Development in India	
	Block – 4: Rural Development Programmes in India	
Course-04	Rural Social Problems	4 credits
	Block – 1: Rural Poverty	
	Block – 2: Rural Illiteracy and Health Problems	
	Block – 3: Rural Unemployment	
	Block – 4: Rural Social Problems	

Semester-2		
Course-05	Marketing and Retail Management	4 credits
	Block-1: Introduction to Marketing	
	Block-2: STP, Marketing Mix, Promotion Mix	

	Block-3: Consumer Decision-making Process, New Product Development, Product Life Cycle	
	Block-4: Retail Marketing	
Course-06	Finance and Accounting for Management	4 credits
	Block-1: Fundamentals of Accounting	
	Block-2: Introduction to Business Finance	
	Block-3: Preparations of Financial Statements	
	Block-4: E-commerce and its Applications	
Course-07	HRM and OB	4 credits
	Block-1: Human Resources and Organisational Behaviour	
	Block-2: Human Resource Functions	
	Block-3: Essentials of Compensation Management	
	Block-4: Managing People for Performance	
Course-08	Information Technology for Business	4 credits
	Block-1: Computer Fundamentals	
	Block-2: MS-Office and Operating System	
	Block-3: Internet and Social Media	
	Block-4: Management Information System	

Semester-3		
Course-9	Rural Development Institutions	4 credits
	Block – 1: Institutions of Rural Development	
	Block – 2: Planning for Rural Development	
	Block-3: Institutional Linkages for Rural Development	
	Block-4: Rural Economy	
Course-10	Participatory Rural Appraisal & Entrepreneurship	4 credits
	Block – 1: Social Research in Rural Sector	
	Block-2: Participatory Rural Appraisal Methodology	
	Block-3: Rural Industrialization and Entrepreneurship	
	Block-4: Diversification of Rural Economic Activities	
Course-11	Rural Resource Management	4 credits

	Block – I: Rural Physical Resources	
	Block – II: Rural Environment Problems	
	Block – III: Approaches to Resource Management	
	Block – IV: Backward area Development Programme	
Course-12	Management of Risk	4 credits
	Block – I: Understanding and Managing Risk	
	Block – II: Rural Banking and Inclusive Development	
	Block – III: SHG, Micro Finance and Micro Insurance	
	Block – IV: Schemes for Rural Risk Mitigation	

Members of the Expert Committee

1. Shri Jagadananda, Former State Information Commissioner, Odisha (Chairman)
2. Dr. Amar KJR Nayak, Professor, General Management & Strategic Management NABARD Chair Professor, Xavier University, Bhubaneswar (Member)
3. Dr. Partha Pratim Sahu, Associate Professor, Centre for Entrepreneurship Development, National Institute of Rural Development (NIRD), Hyderabad (Member)
4. Dr. Rabindra Garada, Associate Professor, Dept of Rural Development, Utkal University, Bhubaneswar (Member)
5. Prof. Prasanta Parida, KIIT School of Rural Management (KSRM), KIIT University (Member)
6. Mr. Prashant Kumar Hota, Executive Vice President & Group Head, CSR & Education, Jindal Steels Private Ltd. (Member)
7. Dr. Naresh Chandra Sahu, Assistant Professor, Head of the School of Humanities, Social Sciences and Management, Indian Institute of Technology Bhubaneswar (IITBBS), Bhubaneswar (Member)
8. Dr. Ansuman Jena, Academic Consultant, OSOU (Member)
9. Mr. S T Rehman, Academic Consultant, OSOU (Member Convenor)