SYLLABUS

PG DIPLOMA IN DEVELOPMENT MANAGEMENT
2018-2019 ONWARDS

SEMESTER
CHOICE BASED CREDIT SYSTEM

CENTER FOR STUDY OF SOCIAL EXCLUSION AND INCLUSIVE POLICY
BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI-24
P.G. DIPLOMA IN DEVELOPMENT MANAGEMENT
(For students admitted from 2018-2019 onwards)

ELIGIBILITY: Any Bachelor Degree from a recognized University

Medium: English

Duration: One Year

Pattern: Semester

SYLLABUS

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<tr>
<th>Paper No</th>
<th>Title of Paper</th>
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<td>01</td>
<td>Introduction to Development Management</td>
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<td>02</td>
<td>Sociology of Development</td>
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<td>Indian Economy</td>
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<td>Development Communication</td>
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<td><strong>SEMESTER 2</strong></td>
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<td>06</td>
<td>Project Planning and Management</td>
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<td>07</td>
<td>Corporate Social Responsibility</td>
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<td>Introduction to Sustainable Development</td>
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<td>Civil Society and Development</td>
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Project in any one of Development aspects among the Ten subjects (Duration at least one month)
INTRODUCTION TO DEVELOPMENT MANAGEMENT-1

Semester-I (Code: 18PGDDM101) Credit: 4

Unit I: The concept of development, transition from quantitative to qualitative indices-Growth and Development – Synonymy to Disjunction-Characteristics of modern economic growth – its unequal spread and global disparities-Common characteristics and dissimilarities among developing countries.


Unit III: Core values of Development, Assessing development - from per capita income to PQLI, Choice and access, HDI, Seers’ criteria-Approaches of Development: Adam Smith- Marx-, Schumpeter-Structuralist approach, post-dependency and actor-oriented approaches, Neoliberalism, IMF and structural adjustment, Capabilities Approach


Reference Books:


7. Huntington, Samuel 1971, The change to change: Modernization, development and politics, Comparative Politics, 3.


SOCIOLOGY OF DEVELOPMENT-2

Semester-I

(Code: 18PGDDM102) Credit: 4

Unit 1: Introduction to Sociology of Development: Concept of development, Agencies of development and Scope of Sociology of Development

Unit I: Social Structure and development: Understanding Social structure - Development and socio-economic disparities - Gender and development – critiques, feminism in development - Indicators of women’s status: Demographic, social, economic and cultural- Globalization and women’s development - Eco-feminism

Unit III: Social Progress, Evolution and Development Meaning, characteristics and conditions of Social progress Meaning, characteristics and conditions of Evolution Development, progress, evolution, change and their similarities and differences -Perspectives of Development Economic Growth, Human Development, Social Development, Sustainable Development


Unit V: Modernization of Development: Concept, characteristics- Measures of modernization- Process and problems of modernization; Alternative approaches- Sustainable development, Feminist approach and Inclusive development

References Books

Indian Economy – 3

Semester-I  Code: 18PGDDM103)  Credit: 4

Unit-I: India as a Developing Economy: Meaning of an Under Developed Economy – Basic Characteristics of Indian Economy – Major Issues of Developing Economy – India as a Mixed Economy – Sustainable Development – Indicators – Objectives and Approaches.


Reference Books

9. 
DEVELOPMENT COMMUNICATION-4

Semester-I (Code: 18PGDDM104) Credit: 4

Unit I – Concept of Communication, Historical background, concept, nature, scope, functions and Principles of Communication - Elements and Types: One way –Two way; Upward – Downward, Horizontal, Vertical and Participatory communication, Verbal and Nonverbal Communication - Mass Communication- Theories and models of mass communication- Mass Media-Culture and communication- Communication for social change.

Unit II – Development Communication: Meaning, Scope, Evolution and Importance -Theories: Dominant Theory– Self- Reliance Theory- Diffusion Theory– Social Marketing Theory– Dependence and Interdependence Theory– Differences between communication and Development Communication Philosophy & Approaches to Development Communication

Unit III – Thoughts and Approaches to Development Communication School of thought on Development Communication Bretton woods school- Latin American school– Indian School– African School– Approaches Media for Development approach– Media Development approach– Participatory and Community Communication approach.

Unit IV – Media for Development Communication-Print Media and Development Journalism - Role of Radio and Community Radio -Television and Video -Television and cinema in development communication-scope of ICTs in development communication. Folk - Media Theatre for Development- Information and Communication Technology (ICT) - Analysis of media for development communication- Designing media for development communication.

Unit V – Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting News reporting: definition of news, ingredients and qualities of news, news value, types of news reports, structure of news reports Radio news, features and commentaries Critical perspectives on communication & development in the Third world.

Reference Books


Unit-II: Research design- exploratory, descriptive, diagnostic experimental, hypothesis nature and types, assumptions and its nature. Sampling - meaning, types, errors and principles. Research tools - questionnaire, interview schedule, interview guide, observation schedule, standardized tools. Survey – meaning types and steps. Variables – meaning, types and levels of measurement- Reliability and validity.

Unit-III: Qualitative research – meaning, definition, types, process, and methods – grounded theory, ethnography, participant observation, naturalistic observation, field research, phenomenology, case study, historical method and action research. Methods of collection of data – in depth interview, focus group interview and artifacts-Relationship between qualitative and quantitative research.

Unit-IV: Data analysis and processing of data - editing, coding, code book preparation, code sheet preparation- Classification, tabulation, frequency distribution, diagrammatic and graphic presentations – interpretation of data.

Unit-V: Central Measures, Measures of Dispersion - Measures of Skewness and Kurtosis; one way ANOVA; Index Number and Time Series-Bivariate Measures: Measures of relationship between variables: Chi square - Correlation- Regression equations - Scaling technique - Type of scales - Attitude Scales-Differentiated (Thurstone), Summated (Likert), Sociometric and Sociogram. Report writing: Cauterization, Foot Note, References, Bibliography

Reference Books:


UNIT-II: Project feasibility studies: Opportunity studies, General opportunity studies, specific opportunity studies, pre-feasibility studies, functional studies or support studies, feasibility study – components of project feasibility studies – Managing Project resources flow – project planning to project completion: Pre-investment phase, Investment Phase and operational phase – Project Life Cycle – Project constraints.


UNIT-IV: Developing a project plan: Developing the project network – constructing a project network (Problems) – PERT – CPM – crashing of project network (Problems - Case Study) – resource leveling and resource allocation – how to avoid cost and time overruns – Steps in Project Appraisal Process – Project Control Process – control issues – project audits – the project audit process – project closure – team, team member and project manager evaluations.

UNIT-V: Managing versus leading a project - managing project stakeholders – social network building (Including management by wandering around) – qualities of an effective project manager – managing project teams – Five Stage Team Development Model – Situational factors affecting team development – project team pitfalls.

References Books

2. Gopalakrishnan P and Ramamoorthy, V.E., Project Management, Macmillan
4. UNIDO SERIES on Project Management.
CORPORATE SOCIAL RESPONSIBILITY -7

Code: 18PGDDM107)

Semester-II  Credit: 4

Unit I: Corporate Social Responsibility- Definition, concept, linkages to development Growth of CSR-historical & contemporary perspectives, National & International scenario Factors influencing growth of CSR in societies- ideological, socio-economic, legal & environmental perspectives Government initiatives for promoting CSR Impact of globalization & liberalization on CSR initiatives

Unit II: CSR & Development: -CSR activities-nature, types, impact on development programmes- CSR development organisations-relationships, functioning & impact on organisational functioning Stakeholders’ participation & perspectives about CSR

Unit III: CSR Strategy and Leadership Corporate motivations & Behaviour for CSR – factors influencing national & international perspectives Theories & principles of CSR- Corporate governance, style, leadership & CSR- CSR Strategies-objectives, approaches, roles and tasks of a corporate managers Strategic corporate planning - steps to make CSR Work for Business Corporate Social Responsibility: programmes& initiatives – national and international

Unit IV: Ethics, CSR & Corporate Behaviour:- Ethical philosophy, Corporate reputation, the Gaia hypothesis Environmental sustainability & CSR-redefining sustainability, the Brundtland report & critique, distributable sustainability, sustainability & the cost of capital CSR


References Books


SUSTAINABLE DEVELOPMENT-8

Semester-II (Code: Code: 18PGDDM108) Credit: 4

Unit-I: Sustainable Development: Basic Concepts- Definition and Criteria- challenges of sustainability-perspectives of sustainable development- stakeholders of sustainable development- issues in sustainable development policies

Unit-II: Sustainable Development and social exclusion and impact among socially excluded and marginalized sections: Dalits, Adivasis, Religious Minorities, Women, Transgender, Differently Abled, HIV-Aids victims, Migrants and other marginalized groups.


Unit-IV: Process of Sustainable Development in contemporary world: Developed, Developing and Third world countries, its impacts on sector wise, interface between Liberalization, Privatization and Globalization, advantages and challenges of Globalization in India.


References Books

2. Deepak Nayyar, Liberalization and Development, Oxford University Press, Delhi, 2008.
CIVIL SOCIETY AND DEVELOPMENT -9

Semester-II (Code: 18PGDDM109) Credit: 4

Unit I: Understanding Civil Societies:- concept of Civil Society, classification of Civil Societies, methods, approaches and dimension of civil society, Role of Civil Societies - Civil society and social change; social movements and civil society-Concept of grass-root development organisations, type and characteristics of NGOs, Administrative and financial structure of NGOs.- Guideline for NGO Management, NGOs as Society, NGOs as non-profit company, NGOs as Trust, provision for 80G, FCRA, etc.

Unit II: Facets of NGOs: NGO as nonprofit organizations involved in development work- Strategic planning of NGOs – Developing Vision, Mission and Goals and translating them into programmes and projects. Interfacing with community, community based organizations, corporate and government. Ethical and moral responsibilities of NGOs- NGOs and grass root level dimensions: tribal welfare, providing card to the needy, uplifment of illiterates- social welfare aspects- social change.

Unit III: Strategic management in NGOs :- The management context in NGOs - Scope of financial management in an NGO - Differences between economic and financial management - Human resources policies and strategies in personnel management and internal communication - Competency-based management.

Unit IV: Event Marketing - Need for Events- Types- Steps for planning an event -enefits of organizing events -imitations of Events-Internet applications for fund raising and build a brand- Networking-Exchange information-Sharing Experience, Lobbying- Corporate Partnership Transparency in NGOs.

Unit V: NGO and Social Development:- Role of NGOs in civil society, development the children, empowerment of women, Self Help Groups, youth employment. Challenges of NGOs – fund raising, achieving the targets, duplication of NGOs .

References Books


2. Deb Prasanna Choudhury (2011), Strategic Planning and Management of Nonprofit Organizations and NGOs Theory, Practice, Research and Cases. Asian Books


5. Deb Prasanna Choudhury (2011), Strategic Planning and Management of Nonprofit Organizations and NGOs Theory, Practice, Research and Cases. Asian Books


SOCIAL ENTREPRENEURSHIP-10

Semester-II (Code: 18PGDDM1010) Credit: 4

Unit I: Entrepreneurship Development: - Entrepreneurship- concept, definition, need and significance of entrepreneurship development in India, entrepreneurship growth process, barriers, entrepreneurship education model. Entrepreneur- their characteristics, types, gender issues, role demands. Entrepreneurial Motivation and challenges Types of enterprises classification based on capital, product, location, ownership pattern and process.

Unit II: Social Entrepreneurship- Concept, Definition, and approaches- Comparison between business and social entrepreneurship- Importance of social entrepreneurship — social entrepreneurs and social change — qualities and Personality traits of social entrepreneur- Innovations and social entrepreneurship - Financing Social Enterprises – Social Capital promotion through voluntary sectors- difference between enterprise and social entrepreneurship.

Unit III: Entrepreneurship Development: - Social entrepreneurship theories - Social responsibility in business transaction- types of social enterprises — concept of Triple Bottom Line- Bottom of the Pyramid – Entrepreneurship development-social capital formation-CBOs-institution building at the grass roots level-MFIs- social enterprises partnership development-social enterprises and nonprofit organization.

Unit IV: Management of social enterprises: - Global and National environment to promote social enterprises and social entrepreneurship, Financial Management of social enterprises -- venture capital for social enterprises -- Corporate and government support for social enterprises -- Community participation in social enterprises.

Unit V: Social entrepreneurship and Sustainable Development-social action and social activism social advocacy-empowerment of marginalized groups-inclusion framework through social entrepreneurship-inclusive growth-issues and dimensions.

Reference Books

PROJECT WORK -11

Code: 18PGDDM1010)

Project in a Development aspect dealing any one of the Ten subjects

(Duration at least one month)