

SYLLABUS

FOR

Ph.D. Course Work (RURAL DEVELOPMENT)

**DEPARTMENT OF INTERDISCIPLINARY STUDIES
SCHOOL OF DEVELOPMENT STUDIES
INSTITUTE OF INTEGRATED HIMALAYAN STUDIES
(UGC CENTRE OF EXCELLENCE)
HIMACHAL PRADESH UNIVERSITY
SUMERHILL-HILL, SHIMLA-171005**

Course Work for Ph.D. in Rural Development

The Ph.D Course work for Rural Development shall consist of two papers and both are compulsory in nature. The list of the papers for the course work is under:

Paper No.	Nomenclature	Theory	Internal Assessment	Total marks
RD-101	Research Methodology	70	30	100
RD-102	Rural Development	70	30	100

Note: Each paper will be of 100 marks consisting of 70 marks for theory paper and 30 marks for Internal Assessment. The qualifying marks will be 35 in theory and 15 marks in Internal Assessment

Note: the syllabus for Ph.D (Rural Development) Entrance Test shall be of MBA (Rural Development)

Learning Objectives:

To enable the students to understand

- The need and purpose of research, various types of research and its importance in overall Rural Development.
- The ethical issues involved in research and importance of ethical issues in research.
- How to conceptualize a research problem; write objective and hypothesis along with design of the study?
- The various data collection techniques, both qualitative and quantitative.
- Writing a good research proposal and report as well as article for the journals.

RD-101 Research Methodology	
MODULE 1	Purpose and types of research: (a) Basic research; applied research; action research; Quantitative and qualitative research; difference between qualitative and quantitative research and their strengths and weaknesses. Planning and Designing a Research Study: Choosing a Research Topic, review of Literature, Types of Reviews, Sources of Research Literature, and Writing of Review. (b) Ethics in research and its importance especially need for informed consent, confidentiality of information, compensation and deciding date and time for data collection as per convenience of the study subjects and giving feedback about the findings.
MODULE 2	Problems, hypotheses constructs, variables and definitions: Definition of problems and hypotheses; the importance and criteria of good research problems and hypotheses; definition and types of variables; constitutive and operational definitions of variables.
MODULE 3	(a) Sampling: Definition; sample size and representativeness; kinds of sampling- probability and non- probability. (b) Research Designs: Meaning, purpose and principles; Experimental design, non-experimental design, other specialized designs like pre-post-test design, the cross-sectional design, single subject study design, the longitudinal study design, survey research, correlational design, observational design and ethnography design.
MODULE 4	Methods of Data Collection: (i) Quantitative (structured questionnaire, semi-structured questionnaire and standardized questionnaire); (ii) qualitative (informal interview, case study, in-depth interview, focus group discussion, observation, participatory rural appraisal, projective tests); tool development.
MODULE 5	(a) PRA/RRA Exercises and Micro Planning: Social mapping, Resource Mapping, Matrix ranking, Transect walk and mapping, cropping patterns seasonal analysis, triangulation exercises and micro-plan or village Panchayat plan development. (b) Reference writing styles;

	Monitoring and evaluation: Utility of monitoring and evaluation of programs; preparing a research proposal and writing research report and article; plagiarism.
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Note:

1: The Examiner (paper setter) will set 10 questions from the whole syllabus and two questions will be compulsory from each unit. The student shall be required to attempt five questions out of ten, selecting one question from each unit. All questions carry equal marks.

2: Students can use simple calculator (Without Programming/ Nonscientific) during the Examination.

3: Statistical Tables will be provided during the Examination.

Suggested Readings:-

1. Best, J.W. and Kahn, J.V. (2006). Research in education (9th Edition) New Delhi: Pearson Education.
2. Bhattacharya and Deepak Kumar, "Research Methodology," Excel Books
3. Kenneth, B.S.& Bruce, A.B. (2005). Research Design and Methods. New Delhi: Tata McGraw Hill Publishing Company Ltd.
4. Kerlinger, F.N. (1983). Foundations of Behavioural Research. Delhi: Surjeet Publications.
5. Kothari, C.R. (1988). Research Methodology. New Delhi: Tata – McGraw Hill.
6. Russell, B.H. (1988). Research Methods in Cultural Anthropology. New Delhi: Sage Publications
7. Singh, A.K. (1990). Tests, Measurements and research Methods in Behavioural Sciences. Patna: BharatiBhaban Publishers.
7. Zikmud William, "Business Research Methodology," Thomson

Learning Objectives :

1. Rural development is necessary not only for an over-whelming majority of the population living in villages but the development of rural activities is essential to accelerate the pace of overall economic development of the country. Rural development has assumed greater importance in India today than in the earlier period in the process of the development of the country. These are the Objectives of the Course:
2. To acquaint students with the field of rural development, impart knowledge, skills and attitude to be a rural development professional.
3. To enable the students to understand nature of Growth and Development. To make familiar the students about rural development process and Programme.
4. To understand the nature and characteristics of rural resources and its importance in Rural Development 2) To understand various resources available in rural India such as land, water and human and other resources
5. To enable the students to understand nature of Rural Infrastructure. To make familiar the students about development process & Rural Infrastructure. To enable the students to understand Rural Communication.
6. To learn apply multidisciplinary concepts, tools and techniques to solve organizational problems. To understand the processes involved in the working of the various functional departments of the organization.

RD-102 Rural Development	
MODULE 1	(a) Concepts and Connotations of Rural Development-Basic elements of Rural Development: Implications of Growth and Development in Rural Economy - Need and Importance of Rural Development for creation of sustainable Livelihoods and Reduction of Socio-economic disparities-Aspirations and expectations of rural poor and, An overview of Policies and Programmes for Rural Development. (b) Theories of R.D.: Classical Theory of Growth: Adam Smith, David Ricardo, Malthus, and J. S. Mill, Modernization theory- Classical view; The dependency theory- Marx view; Lewis model of Economic development with unlimited supplies of labour-Ranis and fie model of Agricultural surplus,- Critical minimum effort by Leibenstin- . Theory of disguised un-employment by Nurkse. - Ghandhian model of Rural Development-Integrated Rural Development –Approach.
MODULE 2	Panchayati Raj Institutions: PRI's and Decentralization- Structure, Principles and functions of PRI's – 73rd and 74th Constitutional Amendments –Devolution of powers and functions to PRIs in Rural Development-Role of PRIs in Rural Development, Progress of PRIs in India., Structure and Functioning of DPCs in coordination and integration of development plans.
MODULE 3	Consumer Behaviour: (a) Understanding consumer behaviour: Varied theoretical approaches; Methodological issues in understanding consumer behavior. Psychological Issues in

	Consumer Behaviour: The implicit consumer cognition; the nature and role of affect in consumer behavior; Consumer attitudes and behavior; Motivation and goals in consumption. (b) The Self and Social in Consumer Behaviour: Dynamics of relationship between Brands and identity; How products prime social networks; Family consumption decision making and Consumer socialization. Advances in Research Methods: Online observation; Netnography; Focus group and depth interviews; Cross-cultural consumer psychology.
MODULE 4	Organization and Human Resource management: Need for Human Resource Development, Elements of Human Resource Development in Rural Sector, Importance of HRD in accelerating Rural Development – Human Capital formation – Investment for rising nutritional and education standards. Unit –II Human Resource Planning: Significance, Methods and Techniques, Job Analysis, Recruitment and Selection Process;- Induction and Placement-Promotion and Transfers. Unit – III Organizations and Programmes: Organizations and Special Programmes for Development of human resources in India Organizations KVIC, NIRD, CAPART, SIRDs and NWDB; Programmes IRDP, TRYSEM, DWCRA,JRY, RKVY, MGNREGS, NRLM, IAY, PMGSY, Swachha Bharat
MODULE 5	Rural Social Structure, Social Change and Continuity: A. Scope and Subject Matter of Rural Sociology, Approaches to the study of Rural Society, Rural – Urban differences, Rural-Urban Continuum, Urbanism. B. Social and Economic Structure of Rural Society, “Village” – concept. C. Land Reforms and Agrarian Class Structure in India, Globalisation and Indian Peasantry. D. Different Approaches of Social Change, Dialectical approach, Oppression and Empowerment.

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- 2: Students can use simple calculator (Without Programming/ Nonscientific) during the Examination.
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Suggested Readings:-

1. Chauhan, M. S. Dangi, K.L. Maheshwari, A. and Mundra, S. N. Handbook of Rural Sociology. Agrotech
2. Desai, A. R. Rural Sociology in India. Popular Prakashan Ltd. Mumbai
3. Daniela, M. A. (2011). Fundamental Theories on Consumer Behaviour: An Overview of the Influences Impacting Consumer Behaviour. “Ovidius” University Annals, Economic Sciences Series, Volume XI, Issue 2, pp. 837-841.
4. Haugtvedt, C. P. & Herr, P.M. Kardes, F. R. (2008).(Eds). Handbook of Consumer Psychology. New York: Taylor & Francis Group.