



केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA
An Autonomous Organization works for IT, HRD & Literacy



Advance Diploma in Rural Management

Candidates for Post graduate diploma in rural management are trained to carry out challenging responsibilities pertaining to rural sectors. They are accountable to perform activities which are useful in conducting works in developmental organizations and rural co-operation. The program opens an opportunity for students who wish to conduct research about the economy and rural society.

The curriculum comprises of projects and field study where students are able to gain a better understanding of the way of life and condition of people in rural areas. Assignments include critical reasoning, essays and much more that are useful in the application while on fieldwork. Students are qualified in functional areas of Finance, Marketing, Operations and Human Resource Management which can deem to be useful for application in the further career.

Candidates who possess leadership skills and hold good proficiency in communicative skills can perform well in this program. Furthermore, those who have the zeal to work for the rural sector need to hold competence in handling masses and pressure, as the job of a rural manager is of an extremely demanding nature. The program assists the students to apply the concepts and tools of economic analysis reflecting them to rural managerial systems.

Post Graduate Diploma in Rural Management is considered equivalent to Master's degree by the AIU and AICTE. Thus, students who pass out as graduates of this course have extremely lucrative opportunities on the career front. This course provides the best opportunity for those who are ready to harness their communicative and analytical skills in the growth of rural areas. The goal of the program is to use these skills and concept in bettering the condition of rural sectors and developing the economy of the system.

PGDRM: Syllabus and Course Description

The course curriculum is divided into four segments comprising of Classroom training, field work, internship, and training in order to gain an overall insight of



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the subject. The classroom training is divided into 5 terms during which the students will be offered an understanding of concepts, instill skills, and knowledge of rural development and management. 30% of the program will comprise of experiential learning through internship and training in villages.

The syllabus followed by universities and colleges are as follows:

Term I	Term II
Financial Management	Marketing Management
Managerial Analysis and communicative skills	Financial Management
Organizational Behavior	Production and Operations Management
Quantitative Analysis of Rural Management	Operations Research
Economic Analysis of Rural Management	Collective Action and Cooperation
Rural Society and Polity	Macro Economic Perspectives
Rural Research Methods	Understanding Organisations
Rural Livelihood Systems	Gender Development
Term III	Term IV
Human Resource Management	Project Management
Development Theories and Practices	Strategic Management
Natural Resources and Sustainability	Managing Collectives
Costing Control Systems	Rural Development
	Optional Subjects: Dairy Development
Development Theories	Corporate Social Responsibility
	Data Mining and Business Analytics



	Development and Rural Communication
	Governance & Development
	Micro-Finance
	Quality Management
	Decentralization and Public Policy
	Dairy Development
	Public Policy in Management
	ICT for Development
Legal Environment I	
Management Information Systems	
Marketing Research and Analytics	
Legal Environment II	
	Term V
Managing for NGOs	
Public Systems Management	
Financial and Commodity Derivatives	
Rural Finance	
Rural Marketing	
Values and Ethics Management	
Social Entrepreneurship	