

**2019**



**Centurion**  
**UNIVERSITY**  
*Shaping Lives...*  
*Empowering Communities...*

# **COURSE BOOK**

## **MBA Data Analytics**

**School of Management**

**Centurion University of Technology & Management**

## **Preface**

The growth of structured and unstructured data has generated high volume of jobs in data analytics sector. The MBA Data Analytics course is designed in such a way that it gives complete insight in current happening in technology sector and also make students job ready for this highly paying job sector.

## **Programme Objectives**

- Understand concepts of data warehousing and business intelligence
- Extraction, Transformation and Load and also understanding of various current business intelligence tools
- Structured and Unstructured data analytics using techniques such as Big Data and NoSQL
- Statistical and Predictive analysis using Excel, SPSS, R and Python

## **Career Opportunity:**

There is high demand in job market for data Analytics and big data analytics. The current trend is senior experience IT professionals are also moving to this field. This course will give students a first mover advantage.

## **Eligibility:**

BE in any branch, B Sc/M Sc in Physics, Maths, Computer Diploma after Graduation

## **Programme Structure:**

The two year program is having 4 semester out of which first two semesters are theory and labs and last two semesters are covering industry internship keeping CUTMs philosophy in mind of industry exposure is part of the curriculum. Total credit: 106

## **Scheme of Examination:**

Internal Examination: 60%

University End-semester examination: 40%

## **MBA DA COURSE OUTLINE (2019)**

**Total Credits: 111**

**COURSE STRUCTURE:**

**First year of study: 59**

### **SEMESTER-I**

**Total Credit = 28**

<b>Paper Code</b>	<b>Subject</b>	<b>(26 Credit) (T+P+P)</b>	<b>Credit</b>
MGDA1101	Business Economics	4+0+0	4
MGDA1103	Individual and Group Behaviour	2+0+0	2
MGDA1107	Financial accounting and analysis	4+0+0	4
MGDA1108	Marketing analysis	4+0+0	4
MGDA1109	Data analysis through Microsoft Excel	0+1+1	2
MGDA1110	Data base & Data warehouse	4+0+0	4
MGDA1111	Statistics I	4+0+0	4
MGDA1112	Communication & Grooming	2+0+0	2
FCMG0115	Human Rights (FC)	1+0+0	1
FCMG0116	Introduction to Ethics (FC)	1+0+0	1
<b>Total</b>			<b>28</b>

**SEMESTER-II****Total Credit = 31**

<b>Paper Code</b>	<b>Subject</b>	<b>(T+P+P) (30 Credits)</b>	<b>Credit</b>
MGDA1209	Advance Business Communication	2+0+0	2
MGDA1210	Information System in Business	4+0+0	4
MGDA1216	Data Visualisation with Power BI and Tableau	0+3+1	4
MGDA1217	Python	0+3+1	4
MGDA1218	R Programming	0+3+1	4
MGDA1219	Statistics II	4+0+0	4
MGDA1220	Financial management & Analysis	4+0+0	4
MGDA1221	Artificial Intelligence, Machine learning & Unstructured Data analytics	0+2+2	4
FCMG0401	Gender Issues in Development (FC)	1+0+0	1
<b>Total</b>			<b>31</b>

**Second Year of Study: 52**

**SEMESTER-III**

**Total Credits: 26**

<b>Paper Code</b>	<b>Subject</b>	<b>(T+P+P)</b>	<b>Credit</b>
MGDA2100	Internship at Industry-I	0+0+39	26

**SEMESTER-IV**

**Total Credits: 26**

<b>Paper Code</b>	<b>Subject</b>	<b>(T+P+P)</b>	<b>Credit</b>
MGDA2200	Internship at Industry-II	0+0+39	26

# Course Curriculum

## SEMESTER -I

**Paper : 1      Business Economics**

**Credit : 4**

Code: MGDA1101

### **Course Objective:**

The primary objective of this course is to develop an understanding of different microeconomic and macroeconomic concepts and learn their applications in the process of development and business decision making.

### **Curriculum:**

**Module 1:      An introduction to Business Economics:** The use of Business Economics, The Basic of Demand and Supply: The Demand curve, Elasticity of Demand, Supply curve, Market Equilibrium, Estimation and forecasting of demand function, Understanding and predicting the Effects of changing Market conditions, Analysis of demand and supply, Analysis of elasticity, Estimation of production and cost function.

**Module 2:      Theory of Production and Cost:** The production functions: Concept of average product, marginal product and total product. Fixed and variable inputs, Short Run and Long Runs. Production function in the short run: The law of variable proportion. Production function in the long run: Concept of Isoquant, properties of isoquants, Returns to Scale. The Cobb-Douglas production function.

Cost function: Short run and long run cost function. Fixed costs and variable costs: total fixed costs, total variable costs, average fixed costs, average variable costs, Average cost curves, Marginal cost curves, and relationship between average and marginal costs. Break-even analysis.

**Module 3:      National income accounting:** Measurement of national income and related: GDP at market price, GDP at Factor cost, GNP at factor cost, National income

and aggregate, nominal income and real income, Conceptualization of inflation; unemployment and poverty as central endogenous macroeconomic variables.

**Module 4: Fiscal and monetary policies:** Fiscal Policy and its objectives. Tax policy and structure, Tax rate, Government expenditure, Monetary policy and its objectives: Instruments of monetary policy.

**Books Recommended:**

1. Managerial Economics, 4<sup>th</sup> Edition, by H. Craig Petersen and W. Cris Lewis, Pearson Education.
2. Economics, 18<sup>th</sup> Edition, by Paul Samuelson, W. D. Nordhaus, Tata McGraw Hill, New Delhi.

**Paper : 2 Individual and Group Behaviour**  
Code: MGDA1103

**Credit : 2**

**Course Objective:**

The objectives of the course are to understand the dynamic of individual, interpersonal and group behaviour in organizational setting, develop students' knowledge and competence to deal with human problems of management and developing students' awareness and insight for personal and professional growth.

**Course Content:**

**Module 1: Behaviour of individuals - Learning Theories-** Classical conditioning, Operant conditioning, social learning, cognitive learning, experiential learning, Application of learning theories in behavior modification. **Perception-** Perceptual process, perceptual errors, attribution theory - **Attitude-**formation and change - **Personality and Values-** Determinants of personality, Psycho-analytical theory, Myers-Briggs Type Indicator, Big Five personality model, Importance of values, terminal vs instrumental values - **Motivation-** Theories (traditional and contemporary) - **Stress Management-** Sources, consequences, managing stress

**Module 2: Behaviour of Groups - Group Dynamics and Team-** Types of groups, group formation, group properties, group decision making, creating effective teams - **Communication-** Function, process, interpersonal communication, organizational communication, barriers to effective communication - **Conflicts-** process, managing conflict and negotiation - **Leadership-** Theories of leadership - Change Management

**Books Recommended:**

1. Organizational Behavior, Robbins S.P. et. al., Pearson, New Delhi
2. Organizational Behavior, Steven L.McShane and Mary Ann Von, Tata McGraw Hill, New Delhi.

**Reference Books:**

1. Organizational Behavior, Luthans F., TMH, New Delhi
2. Understanding Organizational Behavior, Pareek U., Oxford, New Delhi
3. Introduction to Psychology, Morgan C.T., et.al., TMH, New Delhi

**Paper : 3 Financial Accounting and Analysis**  
Code: MGDA1107

**Credit : 4**

**Course Objectives:**

On successful completion of this course, students will be able to:

1. Learn the basic conceptual frame work of financial accounting, financial statement analysis and corporate reporting.
2. Enable the students to acquire the skills necessary to prepare, use, interpret and analyze financial information.
3. Understand how to analyze and interpret the financial statements for various decision making purposes

**Module 1:** Accounting: Fundamental of Accounting, Users of Accounting Information, Basic Terms of Accounting. Accounting Equation: Preparation of Balance Sheet using Accounting Equation Branches of Accounting: Accounting



Concepts and Conventions, Indian Accounting Standard and IFRS.

**Module 2:** Corporate Financial Statement: Income statement and Balance sheet and Cash Flow statement (Schedule-III). Elaboration of Financial Statement: Equity and Preference Capital, Debt Instruments: Debentures/ Bonds/ Loans, Dividend and Interest payment, Revenue Recognition, Expenses, Profit: Gross Profit/PBDITA/PBIT/PBT/PAT,

**Module 3:** Financial Statement Analysis: Horizontal and Vertical analysis. Methods of financial Statement Analysis: Comparative Analysis, Trend Analysis, Common-Size Analysis and Financial Ratio Analysis. Financial Ratio Analysis: Financial Ratios, Types of Financial Ratios: Profitability Ratios, Liquidity Ratios, Leverage Ratios, Du-Pont Analysis.

**Module 4:** Preparation of Projected Financial Statements with the help of Excel Modification of Financial Statements; Free Cash Flow, Introduction to Discounted Cash Flows, Estimating, Forecasting Cash flow. Project Work on Analysis of Financial Statement in Excel for different Companies.

\*\* *Capstone Game is recommended for the Course.*

**Books Recommended:**

1. Financial Accounting for Management, by N. Ramachandran and Ram K. Kakani, Tata McGraw Hill, New Delhi

**Paper : 4      Marketing Analysis**  
Code: MGDA1108

**Credit : 4**

**Course Objective:**

To develop an overall idea on marketing strategies and resource allocation decisions driven by quantitative analysis.

**Curriculum:**

**Module 1:** Definition of marketing, marketing function, elementary idea of marketing mix, importance of understanding marketing environment, brief introduction of segmentation, targeting and positioning, significance of marketing analytics in managerial decision making.

**Module 2 :** Brand health study: process and deliverables, Sales forecasting through application of multiple regression,

**Module 3 :** Customer satisfaction survey and its implications, Concept testing/product testing and the usage of hypothesis testing procedures, Pricing analysis through conjoint,

**Module 4 :** Introduction to data modelling in the context of supply chain management, Segmentation, targeting and positioning by use of cluster analysis,

**Module 5 :** Perceptual mapping and the uses of factor analysis, The concept of customer lifetime value and its computation.

**Books Recommended:**

1. Marketing Research: An Applied Orientation, by Malhotra & Birks, Prentice Hall, London.
2. Business Research Methods, by Cooper & Schindler, McGraw Hill, New York.
3. Marketing Management, by Kotler & Keller, Pearson Education, New Delhi.

**Paper : 5      Data Analysis through Microsoft Excel**  
Code: MGDA1109

**Credit : 2**

**Course Objective:**

To familiarize the basic concepts of excel and enable quantitative analysis by using excel worksheet.

**Module 1:** Excel basics: Introduction to spreadsheets, Office and Excel overview, Basic text and cell formatting, Basic arithmetic calculation, Special paste, Freeze pane; Auto completion of series; Sort and filter, Charts, Data validation

**Module 2 :** Advanced Excel capabilities: Conditional formatting, Importing data and text to columns, Functions: Mathematical, String, IF, AND, OR, Searching: match, search, lookup, Dates, Pivot tables, Recording and editing Macros

**Module 3 :** Understand basic data analytics concepts, Use Excel to sort data with pivot tables, Use Excel to create histograms and other charts for data visualization, Use Excel to calculate summary statistics, Use Excel to create indicator variables for qualitative information

**Module 4 :** Visually examine data (via Excel charts, sparklines, etc.) and data analysis by using Excel: Correlation, Regression

**Paper : 6      Data base & Data warehouse      Credit: 4**  
Code: MGDA1110

**Module 1 :** What is BI & DW, DW and BI use

**Module 2 :** DW/BI Architecture, DWH Project Life Cycle

**Module 3 :** Data Integration and Transformations (ETL)

**Module 4 :** Data Visualization

**Module 5 :** SQL

**Paper : 7      Statistics I      Credit : 4**  
Code: MGDA1111

**Course Objective:**

The objectives of the course are to understand descriptive statistics, the basics of SPSS, data entry, data analysis and interpretations by using SPSS.

**Module 1 :** Introduction to Statistics, Data: Variables and Types of Data, Data Collection and Sampling techniques, Classification and tabulation of data, Frequency distributions and graphs

**Module 2 :** Data Descriptions- Measures of Central Tendency, Measures of Variation, Measures of Positions-Standard scores, Quartiles and Deciles, Percentiles; Outliers

**Module 3 :** Measures of Skewness-Kurtosis, Correlation Analysis

**Module 4 :** Introduction to SPSS, Descriptive statistics by using SPSS

**Books Recommended:**

1. Elementary Statistics: A Step by Step Approach by Allan G. Blumanm, McGraw Hill, New York
2. Statistical Methods by S P Gupta
3. Discovering Statistics Using SPSS by Andy Field, SAGE Publications

**Paper : 8      Communication & Grooming**  
Code: MGDA1112

**Credit : 2**

**Course Objective:**

It will help students to develop their written and oral communication ability.

**Curriculum:**

**Module 1 :** Business communication including forms and media

**Module 2 :** Types, barriers, ethical dilemma, three step processes of written communication (planning, writing and completing)

**Module 3 :** Group dynamics, basics of teamwork

**Module 4 :** Nonverbal and verbal communication, presentation skills

**Module 5 :** Group discussion and interview techniques

**Books Recommended:**

1. Oxford Guide to Writing and Speaking, by John Seely, Oxford University Press
2. Business Communication Today by Bovee, Thill and Schatzman, Pearson Education

**Paper: 9      **HUMAN RIGHTS****  
Code: FCMG0115

**Credit: 1**

**Course Objective :** The course is an introduction to human rights. Human beings are rational beings. They by virtue of their being human possess certain basic and inalienable rights which are commonly known as human rights. Human Rights are defined as all those rights which are essential for the protection and maintenance of dignity of individuals and create conditions in which every human being can develop his or her personality to the fullest extent. The purpose of this course is for students to gain a holistic view of human rights and their implications.

**Learning Outcome :** Student would have an understanding of human rights, its history, characteristics, types, protection, violation and the legal framework for their protection,

therefore, a fair knowledge of the Universal Declaration of Human Rights.

**Course outline**

**Unit : I**

**Introduction to Human Rights** : Meaning and Definition, History, Principles, Characteristics, Types

**Unit : II**

**Human Rights Law** : International Human Rights Law, Council of Human Rights, Universal Declaration of Human Rights, Legal Effects of the Declaration, International Humanitarian Law

**Unit : III**

**Conflicts of Rights and Future Challenges** : Meaning and Definition, History, Principles, Characteristics, Types

**Books Recommended:**

**Text Books:**

1. Arihants UGC NET Human Rights and Duties
2. Kapoor, S. K. Central Law Agency's Human Rights under International Law and National Law

**Reference Books:**

1. Ciapham Andrew, 2015, Human Rights: A Very Short Introduction, Oxford University Press
2. Smith Rhona, 2015, Textbook on International Human Rights, Oxford University Press

**Online Source:**

Human Rights Study Books you can download for free

[https://www.humanrightscareers.com/.../10-human-rights-study-books-you-can download](https://www.humanrightscareers.com/.../10-human-rights-study-books-you-can-download)

<https://www.humanrightscareers.com/courses/>

**Paper – 10**

**Introduction to Ethics**

**Credit - 1**

**Code: FCMG0116**

**Course Objective :**

The course is an introduction to Ethics. This course will introduce the meaning of ethics and the historical development – utilitarianism, ethical relativism and virtue ethics. Will also

examine some current ethical issues, especially in science and engineering. Questions which will be considered are: what is the good life? Do we have a moral duty to act in certain ways? Are there such things as natural human rights? Are some values more compelling than or better than others?

This course is designed to introduce undergraduate engineering students to the concepts, theory and practice of engineering ethics. It will allow students to explore the relationship between ethics and engineering and apply classical moral theory and decision making to engineering issues encountered in academic and professional careers.

### **Learning outcome**

By the end of the course, Student will be able to:

- Demonstrate knowledge of important ethical systems
- Demonstrate their respect of different ethical perspectives
- Critique some aspects of an ethical position
- Clearly formulate their ethical position on an issue and develop arguments based on sound inferences and clear premises (through project)

The course will have three modules to cover the above expected learning outcomes.

### **Course outline**

#### **Unit : I**

**Introduction to Ethics** : What is the study of ethics, Introduction to Indian and Western Ethics

#### **Unit : II**

**Different Ethical systems and Perspectives** : Ethical relativism and its implications, utilitarianism, duty ethics and virtue ethics

#### **Unit : III**

**Critique of various aspects of ethical positions** : Critique and development of the ability to formulate own ethical position on an issue

## **SEMESTER – II**

**Paper : 1      Advance Business Communication**

**Credit : 2**

Code: MGDA1209

**Course Objective:**

The objective of this course is to help students to enhance their written, presentation and oral communication abilities and develop the art of listening.

**Curriculum:**

**Module: 1**    Communication styles; Symbols and signs; Verbal and nonverbal communication, Listening & hearing;

**Module: 2**    Advanced Business communication including various modes of communication like conference calls, Video conferences, business presentations; preparing for client meetings; interactive oral and interpersonal communication skills important to managers (lab/workshop);

**Module: 3**    presenting to a hostile audience, running meetings, listening, and contributing to group decision-making;

**Module: 4**    Cross-cultural communication(lab/workshop);

**Module: 5**    How to make business PPT & sales collateral? (lab)

**Books Recommended:**

1. Oxford Guide to Writing and Speaking, by John Seely, Oxford University Press
2. Business Communication Today by Bovee, Thill and Schatzman, Pearson Education

**Paper : 2      Information System in Business**

**Credit : 4**

Code: MGDA1210

**Course Objective:**

This course will introduce the fundamental concepts of information systems and how they support management and operations in the modern business environment. The spectrum of information technology tools used in business will be discussed, along with selected

applications. The roles of technology and eBusiness across various business disciplines will be examined. Topics will include strategic applications of technology, technology trends, management of information resources, integration of business processes through Enterprise Resource Planning systems, e Business models and strategies, building and protecting information systems and others.

**Curriculum:**

- Module: 1** Describe the basic concepts, terminology, and principles of information systems and, Recognize their importance to the success of any organization.
- Module: 2** Describe the potential capabilities, use, and application of different types of information systems within an organization.
- Module: 3** Identify the major methodologies/challenges involved in building/acquiring and using information systems.
- Module: 4** Account S/W like Tally or efront Accounting or similar application work through -Lab, Purchase S/W efront Accounting or similar application walkthrough-Lab, Store & Inventory Management efront Accounting or similar application walkthrough -Lab
- Module: 5** Understand HRIS applications like Orange HR or similar application – walkthrough -Lab, Understand Sales application like Salesforce-Lab

**Books Recommended:**

1. Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon.
2. Fundamentals of Information Systems by Ralph Stair

**Paper : 3      Data Visualisation with Power BI and Tableau      Credit : 4**  
Code: MGDA1216

**Course Objective:**

The objective of this course is to help students to develop visualization tools & concepts.

**Curriculum:**

- Module 1 :** Introduction to PowerBI, Understanding the data model, Using OLAP tools and converting to formulas, Understanding Power BI and Tableau, Loading data from external sources, Other tools like Power BI and Tableau





1. Learn python 3 the hard way..... Zed. A. Shaw
2. Python crash course - eric matthwes
3. Learning python - O'reilly

**Paper : 5      R Programming      Credit: 4**  
Code: MGDA1218

**Module 1 :** Introduction to R Starting with R, R Objects, Vectors, Factors, Generating Sequences, Sub-Setting, Matrices and Arrays, Data Frames, Creating New Functions, Objects, Classes, and Methods, Managing Your Sessions, Loading the Data into R, Data Visualization and Summarization, Unknown Values, Obtaining Prediction Models, Model Evaluation and Selection, Predictions for the Seven Algae, The Available Data, Defining the Prediction Tasks,

**Module 2 :** The Prediction Models, From Predictions into Actions

**Module 3 :** Model Evaluation and Selection. Detecting Fraudulent Transactions & Classifying Microarray Samples, Problem Description and Objectives, The Available Data, The Available Data,

**Module 4 :** Obtaining Outlier Rankings, Semi-Supervised Approaches,

**Module 5 :** Brief Background on Microarray Experiments, Gene (Feature) Selection, Predicting Cytogenetic Abnormalities, The Modeling Techniques

**Books Recommended**

1. Using R for Introductory Statistics by John Verzani, Taylor & Francis

**Paper : 6      Statistics II      Credit : 4**  
Code: MGDA1219

**Course Objective:**

The objectives of the course are to understand inferential statistics, data analysis and interpretations.

**Module 1 :** Probability and Expected Value: Theorems of Probability Theoretical Distributions: Binomial, Multinomial, Negative Binomial Distribution, Poisson

Distribution, Hypergeometric Distribution, Normal Distribution

**Module 2 :** The Central Limit Theorem, Confidence Intervals and Sample Size, Statistical Inference-Tests of Hypotheses

**Module 3 :** Predictive Analytics-I (Supervised Learning), Covariance and Correlation – Regression - Simple Linear Regression - Multiple Linear Regression - Logistic Regression

**Module 4 :** Predictive Analytics-II (Supervised Learning), Classification Using Decision Trees – Clustering - Associated rule learning - Prescriptive Analytics– Introduction - Time Series Forecasting - Auto Regression, Moving Averages, ARIMA Prescriptive Analytics-Linear Programming - Dimension Reduction Analysis - Principal Component Analysis - Factor Analysis - Conjoint analysis

### **Books Recommended**

1. Elementary Statistics: A Step by Step Approach by Allan G. Blumanm, McGraw Hill, New York
2. Statistical Methods by S P Gupta

**Paper : 7      Financial management and Analysis**  
Code: MGDA1220

**Credit : 4**

### **Course Objectives:**

On successful completion of this course, students will be able to:

1. Learn the different tools and techniques for managing the available financial resources to ensure the fundamental objectives and long term decisions of financial management.
2. Analyse the different methods of evaluating project involve in Capital Budgeting and other concepts.
3. Understand the methods of managing the risk and returns involve in the project.

**Module 1 :** An Overview of Financial Management: Finance Decisions, Roles and Responsibilities of the Finance Manager, Sources of finance: Long Term finance and Short Term finance, (Equity, preference capital, debenture and term loans).

**Module 2 :** Time Value of Money: Concept of Time Value, Discounting and Compounding; Multi-period Compounding; Nominal Rate of Interest, Effective Rate of Interest; Loan Amortization Cost of capital: Cost of Debt, Cost of Preference Share, Cost of Equity Share, Cost of Retained Earnings, WACC and MCC.

**Module 3 :** Risk and Return Analysis: Different types of Risk; Statistical Tools for Measuring Risk; Portfolio and Risk Diversification; Expected Rate of Return, and Realized Rate of Return for a Single Asset and a Portfolio. Security Valuation: Equity Valuation, Earning Determination, Valuation under Zero Growth, Constant Growth and Super Normal Growth, Valuation of Preference Share, Valuation of Bonds.

**Module 4 :** Capital structure: Concepts of Capital Structure, Determinants of Capital Structure. Leverage: operating, financial and combined leverage, Capital Budgeting: Capital Budgeting Techniques: Pay Back Period, NPV, IRR, and Profitability Index, Risk Return Analysis involved in Capital Budgeting: Cost-Volume-Profit Analysis, Sensitivity technique, Standard deviation method, Co-efficient of variation method, Decision tree analysis.

**Books Recommended**

1. Financial Management by I. M. Pandey
2. Financial Management – Theory and Practice by Chandra
3. Financial Management – Text and Problems by Khan & Jain

**Paper : 8      Artificial Intelligence, Machine learning &      Credit: 4**  
**Unstructured Data analytics**  
Code: MGDA1221

**Module 1 :** Accessing/importing and exporting data, Data manipulation – cleansing – munging using python modules

**Module 2 :** Machine learning -predictive modeling – basics

**Module 3 :** Unsupervised learning: segmentation

**Module 4 :** Supervised learning: decision trees, Supervised learning: ensemble learning, Supervised learning: artificial neural networks (ann)

**Module 5 :** Text mining & analytics

**Books Recommended:**

1. Unstructured data analytics, Jean paul isson, Wiley publication
2. Machine learning yearning, Andrew NG
3. Artificial intelligence :A modern approach, Russell and norvig
4. Artificial intelligence for humans, Jeff heaton
5. Paradigm of artificial intelligence programming,Peter norvig

**Paper: 9      GENDER ISSUES IN DEVELOPMENT  
Code: FCMG0401**

**Credit: 1**

### **Course Objective**

In the traditional social order women have been assigned a subordinate status in society for centuries. They have been deprived of many social privileges and suffered from discriminations that prevented them from contributing to the development process. They have remained marginalized in society. To remedy the prevailing situation, gender concerns have become increasingly important in the development agenda in the last few decades. In spite of special policies and programmes being implemented, gender based injustice continues to exist and hinder development

### **Learning outcome**

- Develop an understanding of perspectives on gender and development
- Discuss in detail the gender question in selected development sectors and globalization
- Familiarize with the different tools and techniques for gender planning, analysis and evaluation in the development sector
- The course has three modules covering these three aspects of gender and development.

### **Course outline**

#### **Unit : I**

Understanding and Conceptualizing Gender Relations

#### **Unit : II**

Gender Issues in Development Sectors

#### **Unit : III**

Gender Analysis, Tools, Techniques and Frameworks

### **References**

- a) “Why Gender is a Development Issue”, Handout 4, Oxfam Gender Training Manual (1994)
- b) Freedman, Jane. (2002), “Introduction: Feminism or Feminisms?” in *Feminism*, Viva Books, N. Delhi.
- c) Chafetz, J.S. (1990), “The Coercive Bases of Gender Inequality”, in *Gender Equity: An Integrated Theory of Stability and Change*, Sage.

- d) Kabeer, Naila. (1994), “Connecting, Extending, Reversing: Development from a Gender Perspective”, in *Reversed Realities*, Verso, London.
- e) Moser, C.O.N. (1991), “Gender Planning in the Third World: Meeting Practical and Strategic Gender Needs”, in T. Wallace & C. March (eds.) *Changing Perceptions: Writings on Gender and Development*, Oxfam.
- f) Boonsue, K. (1992), “Development Models of WID, WAD and GAD” in *Women’s Development Models and Gender Analysis: A Review*, Gender Studies (AIT, Bangkok).
- g) Agarwal, B. (1994), “Conceptualising Gender Relations” in *A Field of One’s Own: Gender and Land Rights in South Asia*, Cambridge University Press.
- h) “Women and the Economy” in *Human Development in South Asia 2000: The Gender Question*, MahbubUIHaq Development Centre/OUP, Islamabad.
- i) Rajagopal, S. (1999), “Closing the Gender Gap in Education: The Shikshakarmi Programme” in N. Kabeer & R. Subrahmanian (eds.), *Institutions, Relations and Outcomes*, Kali for Women, Delhi.
- j) Thakur, S.G. (1995), “Access to Health Care – A Gender Perspective” *The Administrator*, Vol 11, April-June, pp 169-181.
- k) Kusum, K & Barua, K. (2001), “Gender Equality and Women’s Health – A Human Rights Perspective”, *Indian Journal of Adult Education*, Jan-Mar, pp 44-49.
- l) Mohanty, B. (1995), “Panchayati raj, 73<sup>rd</sup> Constitutional Amendment and Women”, *Economic and Political Weekly*, Dec 30, 3346-3350.
- m) Kapoor, N. (2002), “Women and Governance”, *Participation & Governance*, Vol. 8, No.23, pp 11.
- n) Resurreccion, B.P. (2005), “Women in-between: Gender, Transnational and Rural-Urban Mobility in the Mekong Region”, *Gender, Technology and Development*, Vol.9, No.1, Jan-April, pp 31-51.
- o) Gender and Globalisation – A Note
- p) Overholt, C.A. et.al. (1991), “Gender Analysis Framework”, in A. Rao et.al. (eds.), *Gender Analysis in Development Planning*, Kumarian Press.
- q) Handouts to be given in the class on Gender Assessment Study.
- r) The Gender Analysis Matrix: A Teaching Note.
- s) March. C. et.al (1999), “Women’s Empowerment (Longwe) Framework”, in *A Guide to Gender Analysis Frameworks*, Oxfam: Oxford.

Gender and Organisations – Handout in the class.

**SEMESTER 3**

**Paper : 1      Industry Internship and Project – I      (26 Credit)**  
Code: MGDA2100

**SEMESTER 4**

**Paper : 1      Industry Internship and Project-II      (26 Credit)**  
Code: MGDA2200

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