

## COURSE HANDOUT

Community Engagement (UGMDC- 303(A))

BBA/BCA/BCOM/BBA-BFSI-3<sup>rd</sup> SEMESTER

ACADEMIC YEAR (2024-25)

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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGMDC-303(A)	Community Engagement	MDC	3	3	0	0	40	60	100

### COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Describe the fundamentals of community engagement
CO2	Articulate the available schemes for uplifting the community
CO3	Analyse the best practices for community engagement
CO4	Evaluate various engagement programs
CO5	Develop innovative strategies to strengthen rural resilience and sustainability.

#### Unit-I

Fundamentals of Community Engagement: Community: Concept and Perspectives, Need and Principles of Community Engagement, Framework and Models of Community Engagement- The Social Ecological Model of Health, the Active Community Engagement Continuum, Diffusion of Innovation and Community-Based Participatory Research

(07 Hours)

#### Unit-II

Programs and Institutions for Community Engagement: Programmes and projects on Community Engagement' Role of MGNCRE on Community Engagement, Different initiatives implemented by Govt of India:Swachh Bharat Abhiyan, Make in India, Beti Bachao Beti Padhao, Skill India Mission (PM Kaushal Vikas Yojana)' stand up India.

(8 Hours)

#### Unit-III

Practices in Community Engagement: Engagement practices and activities - formal or informal – building relationships through collaboration initiatives, community campaigns, Community Surveys, Community services, Excursions, cooperatives, small businesses, consultation meetings & conferences, sports events, cultural events, community development and community research projects.

(8 Hours)

#### Unit-IV

Evaluating Community Engagement: Program Evaluation, Factors to be considered for program evaluation, Evaluation Phases, Approaches to evaluation: Participatory Evaluation and Empowerment Evaluation, Evaluation Methods, Evaluating the Community Engagement Process, Challenges in evaluation.

(7 Hours)

#### Unit-V

Rural Community Development: Social, economic, political and Cultural Framework of the Rural Society - Rural Resilience - Rural Institutions Close to Community, Participatory Learning - Approaches and Methods, Community Project Proposals and Project Management, Community living camps, Engagement with - School, Street Committee, Health Centre, Panchayat, SHGs - Programmes

(6 Hours)

### Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Principles of Community Engagement	Clinical and Translational Science Awards Consortium Community Engagement Key Function Committee Task Force	NIH Publication	2 <sup>nd</sup> (2011)

**Reference Books**

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	The Wiley Handbook of Family, School, and Community Relationships in Education	Tammy A. Turner-Vorbeck, Steven B. Sheldon	Wiley	1st (2019)

**COURSE PLAN**
**Unit-I**

S.No	Topics	Recommended Books
1	Fundamentals of Community Engagement	Book 1, Ch.1
2	Community Concept and Perspectives	Book 1, Ch.1
3	Need and Principles of Community Engagement	Book 1, Ch.1
4	Framework and Models of Community Engagement-	Book 1, Ch.1
5	The Social Ecological Model of Health	Book 1, Ch.1
6	Active Community Engagement Continuum	Book 1, Ch.2
7	Diffusion of Innovation and Community-Based Participatory Research	Book 1, Ch.2

**Unit-II**

8	Programmes and projects on Community Engagement	Book 1, Ch.4
9	Role of MGNCRE on Community Engagement	Book 1, Ch.4
10	Different initiatives implemented by Govt of India	Book 1, Ch.4
11	Swachh Bharat Abhiyan	Book 1, Ch.4
12	Make in India	Book 1, Ch.4
13	Beti Bachao Beti Padhao	Book 1, Ch.4
14	Skill India Mission (PM Kaushal Vikas Yojana)	Book 1, Ch.4
15	Stand up India.	Book 1, Ch.4

**Unit-III**

16	Engagement practices and activities - formal or informal	
17	Building relationships through collaboration initiatives	Book 1, Ch.8
18	Community campaigns, Community Surveys	Book 1, Ch.8
19	Community services, Excursions	Book 1, Ch.8
20	Cooperatives, small businesses	Book 1, Ch.8
21	Consultation meetings & conferences	Book 1, Ch.8
22	Sports events, cultural events	Book 1, Ch.8
23	Community development and community research projects	

**Unit-IV**

24	Evaluating Community Engagement: Program Evaluation,	Book 2, Ch.1
25	Factors to be considered for program evaluation	Book 2, Ch.3
26	Evaluation Phases, Approaches to evaluation	Book 2, Ch.3
27	Participatory Evaluation and	Book 2, Ch.3
28	Empowerment Evaluation, Evaluation Methods	Book 2, Ch.3
29	Evaluating the Community Engagement Process	Book 2, Ch.3
30	Challenges in evaluation	Book 2, Ch.4

Unit-V		
31	Social, economic, political and Cultural Framework of the Rural Society	Book 2, Ch.5
32	Rural Resilience - Rural Institutions Close to Community	Book 2, Ch.5
33	Participatory Learning - Approaches and Methods	Book 2, Ch.5
34	Community Project Proposals	Book 2, Ch.9
35	Project Management, Community living camps	Book 2, Ch.8
36	Engagement with - School, Street Committee, Health Centre, Panchayat, SHGs - Programmes	Book 2, Ch.8

#### ADDITIONAL WEB RESOURCES

1.	<b>MOOC: Community Engagement &amp; Social Responsibility</b> <a href="https://onlinecourses.swayam2.ac.in/ugc24_ge05/preview">https://onlinecourses.swayam2.ac.in/ugc24_ge05/preview</a>
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#### GRADING AND ASSESSMENT

- **Mid Semester Examination:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

#### COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

#### FACULTY INFORMATION

- **Office Hours**  
 Tuesday (12:05 PM - 12:55 PM)  
 Friday (12:05 PM - 12:55 PM)
- **Contact Information**  
[Parveen.ee@mietjammu.in](mailto:Parveen.ee@mietjammu.in)  
 Contact no :9996134505