

**Name of the Course**  
**RURAL ENTERPRISES**  
**SYBA**

**SEMESTER-III**

**(Credit 2)**

Sr. No.	Heading	Particulars
1	<b>Description of the Course:</b>	This course explores the unique dynamics and challenges of entrepreneurship in rural settings, focusing on the creation, development, and sustainability of businesses in rural communities. Students will gain an in-depth understanding of how rural entrepreneurship contributes to local economic development, job creation, and the reduction of poverty and migration. The course covers the distinct factors that influence rural businesses, including social, economic, cultural, and environmental elements, and examines both the opportunities and barriers that entrepreneurs face in these areas. Through case studies, real-world examples, and practical exercises, students will learn how to identify business opportunities in rural areas, assess the needs of local communities, and implement sustainable business models. Key topics include the introduction of rural entrepreneurship, access to finance, market access, technology adoption, and education in fostering entrepreneurship. Students will also explore the significance of rural-urban linkages, and community support systems.
2	<b>Vertical:</b>	SEC (Skill Enhancement Course)
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 Credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. To Understand the Concept of Rural Entrepreneurship</li> <li>2. To Analyze the Factors Influencing Rural Entrepreneurship</li> <li>3. To Explore the Challenges Faced by Rural Entrepreneurs</li> <li>4. To Assessing Opportunities in Rural Entrepreneurship</li> <li>5. To Evaluating Case Studies of Successful Rural Entrepreneurs</li> </ol>
8	<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1) Students get the knowledge of Rural Entrepreneurship.</li> <li>2) Students can understand the Factors Influencing Rural Entrepreneurship</li> <li>3) Evaluation of Challenges Faced by Rural Entrepreneurs</li> <li>4) Identification of Opportunities in Rural Entrepreneurship</li> <li>5) Practical Skills for Rural Entrepreneurship</li> </ol>
9	<b>Module 1: Rural Entrepreneurship, Business Planning:</b>	<b>( 15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Concept and Importance of Entrepreneurship</li> <li>• Theories of Entrepreneurship: Innovations</li> <li>• Risk Bearing - Qualities and Functions of an Entrepreneur</li> </ul>	

- Women Entrepreneurship – Self Help Group, Ecopreneurship.
  - Factors, Problems, and Challenges of Rural Entrepreneurship
  - Process of Identification of New Entrepreneurship Opportunities in Rural Areas
  - Formulation of Business Planning for Rural Entrepreneurship
- Module 2: New Rural Entrepreneurship Opportunities: ( 15 Hours)**
- New Entrepreneurship Opportunities in the Farm Sector: Organic Farm Products, Nutri-Cereals, Horticultural Products, Forest Produce, Medicinal Plant Products
  - New Entrepreneurship Opportunities in Rural Non-farm sector: Poultry, Aquaculture, Sericulture, Honeybee, Mushrooms Cultivation, Handicrafts, Khadi Gram Udyog.
  - Rural Entrepreneurial Ecosystem
  - Agribusiness and Value Addition: Procuring, Processing, Storing, and Marketing.

**10 Text Books**

**11 Reference Books:**

1. Gordona, E and N. Natarajan: Entrepreneurship Development, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
2. Sudhir Sharma, Singh Balraj, Singhal Sandeep, Entrepreneurship Development, WisdomPublications, Delhi, 2005.
3. Drucker, P., Innovation and Entrepreneurship: Practice and Principles, Harper & Row, New York, 1985; revised edn., Butterworth-Heinemann, Oxford, 1999.
4. National Council of Rural Institute (NCRI): Curriculum for Rural Entrepreneurship, 2019. <http://www.mgncre.org/pdf/Rural%20Entrepreneurship%20Material.pdf>
5. NITI Aayog: Report of Expert Committee on Innovation and Entrepreneurship, New Delhi, 2015. [https://niti.gov.in/writereaddata/files/new\\_initiatives/report-of-the-expert-committee.pdf](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
6. Vardhaman Mahavir Open University, Entrepreneurship Development & Small Scale Business, Kota. <http://assets.vmu.ac.in/BBA12.pdf>
7. MANAGE: Agri-Business and Entrepreneurship Development, Course Material AEM-202, 2013. <https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf> Jhingan, Bhat & Desai. ( 2003) 'Demography', Vrinda Publications (P) Ltd.

**12 Internal Continuous Assessment: 20**

**30 marks Semester end Examination**

**13 A. Internal Assessment: 20 marks** (Internal Assessment- without Practical Courses)

Sr. No.	Particular	Marks
01	One periodical class test / online examination is to be conducted in the given semester	10 Marks