

A.P. State Council of Higher Education  
Semester-Wise Revised Syllabus under CBCS, 2020-21

Course Code:

Four-Year B.A. (Hons).

Domain Subject: **ECONOMICS**

IV Year B.A.(Hons)-Semester-V

Max Marks: 100

**Course 6A: Rural Entrepreneurship**  
(Skill Enhancement Course (Elective) (4 Credits))

**I. Learning Outcomes:**

Students at the successful completion of the course shall be able to:

1. Explain the basic theories and essentials of entrepreneurship;
2. Identify and analyze the entrepreneurship opportunities available in local rural area;
3. Apply the theories of entrepreneurship to the conditions of local rural area and formulate appropriate business ideas;
4. Demonstrate practical skills that will enable them to start rural entrepreneurship.

**II. Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

**Unit - 1: Entrepreneurship: Concept and Theories**

Concept and Importance of Entrepreneurship - Theories of Entrepreneurship:

Innovations, X

Efficiency, Risk Bearing - Qualities and Functions of an Entrepreneur – Women Entrepreneurship – Ecopreneurship.

**Unit - 2: Rural Entrepreneurship, Business Planning and Agribusiness**

Rural Entrepreneurial Ecosystem – Factors, Problems and Challenges of Rural Entrepreneurships - Process of Identification of new Entrepreneurship Opportunities in Rural

Areas - Formulation of Business Planning for Rural Entrepreneurship - Agribusiness and

Value Addition: Procuring, Processing, Storing, and Marketing.

**Unit- 3: New Rural Entrepreneurship Opportunities**

New Entrepreneurship Opportunities in 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.**Unit - 4: Financing and Marketing for Rural Entrepreneurship**

Financing the Rural Entrepreneurship: Procedures to obtain formal loans from banks and

other institutions - Preparation of Detailed Project Report for Loan - New avenues of Finance: Crowd Funding and Venture Capital - Marketing of Rural Products: Market Survey,

Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing.

### **Unit - 5: Institutional Support and Case Studies of Rural Entrepreneurship**

Institutional Support for Rural Entrepreneurship - Special Role of NABARD in promoting

and supporting the Rural Entrepreneurship - Government Schemes for promotion of Rural

Entrepreneurship– Rules and Procedures to start a Rural Entrepreneurship Firm – Discussion

of two different types of Case Studies related to Rural Entrepreneurship with local relevance.

### **III. References:**

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 & SmallScale Business*, Kota. <http://assets.vmou.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>
8. NABARD: *Model Bankable Farming on Hi-Tech Agriculture, Green Farming*, 2015. [https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision\\_farming\\_for\\_vegetable\\_cultivation\\_in\\_Kerala\\_\(E\).pdf](https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision_farming_for_vegetable_cultivation_in_Kerala_(E).pdf)
9. Johanne Hanko: *A Handbook for Training of Disabled on Rural Enterprise Development*, Food and Agricultural Organisation (FAO), 2003. <http://www.fao.org/3/ad453e/ad453e.pdf>
10. IGNOU: *Marketing for Managers*, New Delhi. <http://egyankosh.ac.in/handle/123456789/4271>
11. [www.nirdpr.org](http://www.nirdpr.org)
12. <https://www.nabard.org/>
13. <http://sfacindia.com/>
14. Other Relevant web resources suggested by the teacher and college librarian

### **IV. Co-Curricular Activities:**

**a) Mandatory** (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total

of not less than 10 hours on skills and hands on experience like identification business product, making business plan, preparing DPR for loan, application for bank loan, doing marketing survey, marketing a product etc pertaining to any type of rural entrepreneurship of local relevance and make a field visit to any one such unit. The expertise of practicing rural entrepreneurs can be utilized for this purposes.

2) **For Student:** Students shall visit and understand the functioning of rural entrepreneurship of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Project work Report

3) **Suggested Fieldwork/Project work Format** (*Report shall not exceed 10 pages*): Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Project work Report: 05

5) Unit Tests/Internal Examinations.

**b) Suggested Co-Curricular Activities**

1. Invited Lectures with academic experts, practicing entrepreneurs, concerned government officials
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.