

M.D.S. University, Ajmer

Semester Wise Scheme of Papers

B.A. Economics

Year	Semester	DSCC , DSEC, SEC ,VAC	Course Code	Course Nomenclature	Theory/ Tutorials	Credit	No. of Hrs. per week	Total no. of Teaching Hrs.	Assessment + Internal marks	Total marks 100
I st Year Certificate	I st Semester	DSCC I	ECO 7001T-C	Micro Economics	T	6	6	90	70+30	100
	II nd Semester	DSCC I	ECO 7002T-C	Indian Economy	T	6	6	90	70+30	100
II nd Year Diploma	III rd Semester	DSCC II	ECO 7301T-C	Macro Economics	T	6	6	90	70+30	100
		SEC	ECO 7302T-S	Soft Skills Development	T	2	2	30	70+30	100
	IV th Semester	DSCC II	ECO 7401T-C	Indian Economic Thought	T	6	6	90	70+30	100
		SEC	ECO 7402T-S	Basic Computer Skills	T	2	2	30	70+30	100
III rd Year Degree	V th Semester	DSEC I A	ECO 7501E-C	Money and Banking	T	6	6	90	70+30	100
		DSEC I B	ECO 7502E-C	Public Economics	T	6	6	90	70+30	100
		DSEC I C	ECO 7503E-C	Economics of Environment	T	6	6	90	70+30	100
		SEC	ECO 7504T-S	Fundamentals of Digital Marketing	T	2	2	30	70+30	100
	VI th Semester	DSEC II A	ECO 7601E-C	Statistics	T	6	6	90	70+30	100
		DSEC II B	ECO 7602E-C	Economy of Rajasthan	T	6	6	90	70+30	100
		DSEC II C	ECO 7603E-C	Economics of Growth and Development	T	6	6	90	70+30	100
		SEC	ECO 7604T-S	Rural Entrepreneurship	T	2	2	30	70+30	100

MDS University, Ajmer
Bachelor of Arts Semester III
DSCC Syllabus 2024-25
Economics
ECO 7301 T-C: Macro Economics
6 Credits

Course Objectives:

This course introduces students to the basic concepts in Macroeconomics. Macroeconomics deals with the aggregate economy. In this course the students are introduced to the macroeconomic variables like National Income, GDP, consumption, saving and investment. The course also discusses various theories of determining output and employment determination in the economy.

Learning Outcomes:

This course is useful for understanding various real economic issues and evaluating policy outcomes.

Unit I

Nature and scope of Macroeconomics; Fallacy of Composition; Circular Flow of Income; National Income: Concepts and methods of measurement; Real and Nominal GDP; Problems in measurement of National Income; National Income and Welfare; Concept of Green accounting, The Classical model of determination of level of output and employment; Keynes' criticism against classical theory.

Unit II

Consumption Function, Saving Function – MPC and MPS, APC and APS; Factor affecting Consumption Function; Investment Function- Autonomous and Induced Investment; Marginal Efficiency of Capital (MEC) and Factors affecting MEC, Keynesian theory of Output, Employment and General Equilibrium; Keynesian theory of Effective Demand; Multiplier: Concept, operation, leakages, and weaknesses; Multiplier analysis in four sector economy; Accelerator: Concept, operation, and weaknesses.

Unit III

Trade cycles: Nature and characteristics; Keynes' view of trade cycle; Samuelson and Hicks' multiplier-accelerator model of trade cycles; Control of trade cycles, Inflation and Unemployment: Inflation: Causes, types, consequences, and cures; relationship between inflation and unemployment: Phillips Curve in short run and long run.

Reference Books:

1. Shapiro, E. (1996), Macroeconomic Analysis, 5 th Edition, Galgotia Publications, New Delhi
2. Mankiw (2007), Principles of Macroeconomics, 4 Edition, Thomson South-Western, a part of Cengage Learning, Cengage Learning India Pvt. Ltd.
3. Dornbauch, R. & F. Stanley (1997), Macroeconomics, McGraw Hill Inc., New York
4. Ahuja, H.L (2011), Macroeconomics- Theory and Policy, S. Chand & Co. Ltd., New Delhi
5. K.C Rana & K.N Verma, (2014) Macroeconomics Analysis, Vishal Publishing house.
6. Errol D'Souza (2008), Macroeconomics, Dorling Kindersley (India) Pvt. Ltd., Pearson Education in South Asia
7. Branson, W.H., Macroeconomic Theory & Policy, Harper and Row, New York
8. Blanchard Olivier & Fisher Stanley, Lectures on Macroeconomics, Cambridge, MIT Press
9. Seth, M.L., Macro Economics, Laxmi Narayan Publications (Both in English & Hindi).
10. Ahuja, H.L., Advanced Macro Economics, S.Chand Publications.(Both in English & Hindi).

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester III
SEC Syllabus 2024-25
Economics
ECO 7302 T-S: Soft Skills Development
2 Credits

Course Objectives:

This course introduces students to the basic soft skills including effective communication skills (spoken and written), presentation skills, correspondence and prepare reports which produce results, building self-confident individuals by mastering interpersonal skills, team management skills, and leadership skills.

Learning Outcomes:

This course is useful for learners in performing effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.

Unit I

Communication and Interpersonal Skill:

Effective Communication

- ◆ Verbal communication skills: clarity, tone, and active listening
- ◆ Non-verbal communication: body language, gestures, and facial expressions

Interpersonal Skills

- ◆ Building rapport and trust
- ◆ Conflict resolution and negotiation techniques

Unit II

Professional Development and Leadership

- ◆ Business communication etiquette: email, phone, and meetings
- ◆ Dress code and workplace behaviour.

Time Management and Organization

- ◆ Setting goals and priorities
- ◆ Strategies for managing time effectively.

Unit III

Leadership Skills

- ◆ Understanding leadership styles
- ◆ Motivating and empowering others

Emotional Intelligence

- ◆ Self-awareness and self-regulation
- ◆ Recognizing and managing stress

Books Recommended: -

1. "Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves
2. "Crucial Conversations" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
3. "Mindset: The New Psychology of Success" by Carol S. Dweck
4. "How to Win Friends and Influence People" by Dale Carnegie
5. Soft Skills-Know yourself and Know the world by Alex K , S Chand

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester IV
DSCC Syllabus 2024-25
Economics
ECO 7401 T-C: Indian Economic Thought
6 Credits

Course Objective:

The study of Indian economic thought provides a deeper insight into India's culture, tradition, and inherent national characteristics. It provides an economic interpretation of our historical past; and enables us to interpret the motives of economic activities of our ancestors.

Learning Outcomes: On successful completion of the course the students will be able to-

1. Understand the evolution of Indian Economic Thought.
2. Develop critical thinking abilities to find out the solution of present economic problems of the world and correlate these problems with the traditional and cultural heritage.
3. Apply Indian Economic Thought in their day-to-day economic behaviour.

Unit - I

Major Sources of ancient Indian Economic Thought; Basic Assumptions -Integral man, Integrated Rationality, Dharma based economic Structure and four Purusharthas, Restrained consumption and co - Consumption; Meaning and Importance of Wealth and code of conduct for Earning and Spending. Economic Thoughts of Manu, Shukra and Kautilya

Unit II

Economic Thoughts of Swami Dayananda Saraswati, Dada Bhai Naoroji, Mahadev Govind Ranade, Gopal Krishna Gokhale, R. C. Dutta, M. N. Roy.

Unit III

Economic thoughts of M. K. Gandhi, Vinoba Bhawe, B. R. Ambedkar, J. L. Nehru, Ram Manohar Lohia, Deen Dayal Upadhyay, J. K. Mehta, Amartya Sen

Reference Books:

1. H.L Bhatia (2000), History of Economic Thought, Vikas publishing, New Delhi.
2. Ganguli, B.N(1977): Indian Economic Thought: A 19th Century Perspective, Tata Mcgraw Hill.
3. Hajela,T.N (2011) : History Of Economic Thought (English, Hindi) , Ane Books.
4. Jhingan, M.L (2008): Aarthik Vicharon Ka Itihas, Vrinda Publications, New Delhi.
5. Kautilya (1992), The Arthashastra, Translated And Introduced By L.N.Rangarajan, Penguin Books.
6. Loknathan, V (2009): History of Economic Thought, S.Chand & Company.
7. Sinha, V.C (2011): Aarthik Vicharon Ka Itihas, Mayur Publications.

Teaching Learning Process: - Lectures and tutorial

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester IV
SEC Syllabus 2024-25
Economics
ECO 7402 T-S: Basic Computer Skills
2 Credits

Course Objective:

The objective of the course is to impart basic level computer appreciation programme with more emphasis on hands on training. Initially, the course was conceived as to boost the concept of introducing a course on computer fundamentals, especially for students, studying vocational courses at ITIs/ITCs.

Learning Outcomes: On successful completion of the course the students will be able to navigate the operating system and start applications, perform basic functions of file management, perform basic functions in a word processor and spreadsheet, manage print settings and print documents, receive and send emails, use a web browser to navigate the Internet.

Unit I

Introduction to Computers

- Overview of computers and their components
- Basic computer terminology

Operating Systems

- Introduction to operating systems (Windows, macOS, Linux)
- File management: creating, copying, moving, and deleting files

Unit II

Using Software Applications

- Basic functions of word processing software (Microsoft Word, PowerPoint, Google Docs, Google Slide)
- Basic functions of spreadsheet software (Microsoft Excel, Google Sheets)

Internet and Communication Tools

- Understanding the basics of the internet
- Internet safety and security, encryption, decryption

Unit III

Email and Online Communication

- Learning to Create and manage email accounts
- Sending, receiving, and organizing emails

Social Media and Online Collaboration

- Introduction to social media platforms (Facebook, Twitter, LinkedIn)
- Basics of online collaboration tools (Google Drive, Dropbox)

Reference Books:

1. PK Sinha, Computer Fundamentals, BPB Publications, Delhi.
2. Lallit Mali, Micro soft Office- 2016, Notion Press, Delhi.
3. Bittu Kumar, Mastering Ms Office, BPB Publications, Delhi.
4. G. Manjunath, Computer Basics, Vasan's Publications, Chennai.
5. Ritu Arora, Advance Excel 2016, Training Guide, BPB Publications, Delhi
6. Basic Computer Skills by Adinarayana k
7. Basic Computer Course by Vishnu P. Singh

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester V
DSEC IA Syllabus 2025-26
Economics
ECO 7501 E-C: Money and Banking
6 Credits

Course Objective:

This course is designed to analyze the impact of money on some of the economy's key variables such as interest rates, inflation, and the banking industry.

Learning Outcome:

Students will learn the role of central and commercial banks in the process of money creation and control.

Syllabus:

Unit I

Money: Meaning, functions and classification; Gresham's law; Role of money in Capitalist, Socialist and Mixed economies. Alternative measures of money supply in India (concepts only). Determinants of Money Supply, High powered and money multiplier. Quantity Theory of Money: Cash Transaction and Cash Balance Approach.

Unit II

Theories of Money Supply. Banking: Commercial bank: functions and importance; The Process of credit creation and its limitations; Liabilities and Assets. Central Bank: Functions and instruments of Credit Control (Quantitative and Qualitative methods); Objectives and limitations of monetary policy with special reference to India, Effectiveness of Monetary Policy.

Unit III

Financial Sector: Money and Capital markets in India- Structure, Functions and significance; SEBI: powers and functions; Non- Bank Financial Intermediaries- Role and Significance. Role of FIIs in Indian Financial Market, Recent financial sector reforms.

Reference Books:

1. Desai, Vasant (2005), Indian Financial System and Financial Market Operation, New Pace, New Momentum, Himalaya Publishing House
2. Gupta, S.B (2010), Monetary Economics, S. Chand & Company, New Delhi
3. Mithani, D.M (2011) Money, Banking, International Trade and Public Finance, Student Edition 16th, Himalaya Publishing House
4. A.D. Bain, Economics of the Financial System •R.B.I. Bulletin, Annual Report on Currency, and Finance.

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester V
DSEC IB Syllabus 2025-26
Economics
ECO 7502 E-C: Public Economics
6 Credits

Course Objective:

Public Economics is the course of Government policy from the viewpoint of equity, efficiency, and the role of the state.

Learning Outcome:

On successful completion of the course the student will be able to-

1. Formation of the knowledge of basic ideas and concepts of public economics.
2. Acquaintance with the main problems of modern public policy and the ways to solve them.
3. Formation of the ability to discuss and defend one's own point of view on public policy issues

Unit I

Nature and Scope of Public Economics, Role of government in the economic activity- Allocation, Distribution and Stabilization functions. Private, Public and Merit goods, Optimal Budgeting, Principle of Maximum Social Advantage, Public Budgets.

Public Expenditure: A positive approach, Wagner's Law, Theory of Social Goods, Bowen, Lindhal and Samuelson's Models Effects of Public Expenditure on Production and Distribution.

Public Revenue- Buoyancy and elasticity of a tax, Justice in taxation, Ability to Pay Approach, Equi-proportional, Equi-marginal, and least aggregate sacrifice principles.

Unit II

Shifting and Incidence of taxes under Monopoly and perfect competition, Effects of commodity taxation on production, Effects of direct taxation on Production (viz. Labour supply and saving rate) and distribution, Progressiveness of a tax system and its measurement.

Theory of Public Debt: Economic effects of public debt, Loans, and savings as sources of finance for development, Burden of Public debt on present and future generations. Fiscal Policy Objectives, neutral, compensatory, and Functional finance, Balanced Budget Multiplier, Fiscal policy in under-developed countries,

Unit – III

Major trends in public expenditures in India (growth and composition); Salient features of the Indian Tax System; Major Taxes, Main trends in the revenue of the Central and State Government in India, Non-tax revenue, Recent tax reforms, Internal and External public debt of India.

Fiscal Federalism: Theory and problems, Problems of centre state financial relations in India: Criteria for resource transfer from the Centre to the states; Finance Commissions.

Reference Books:

1. Tyagi, B.P., "Public Finance", Jai Prakash Nath Co., 1992.
2. Bhatia H.L., "Public Finance", Vikas Publishing House Pvt.Ltd., 1984.
3. Dalton, H., "Principles of Public Finance", Routledge, 1st Edition, 2009.
4. Musgrave, R. and Musgrave, P., "Public Finance in Theory and Practice", McGraw- Hill International Edition, 1989.
5. Rosen, H. S. and Gayer, T., "Public Finance", McGraw-Hill/Irwin, 9th Edition, 2009.
6. Cullis, J & Jones P, "Public Finance and Public Choice", OUP, 1st edition, 1998.

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester V
DSEC IC Syllabus 2025-26
Economics
ECO 7503 E-C: Economics of Environment
6 Credits

Course Objective:

This course is developed to teach Environmental economics to understand the fundamental concepts, subject matter, nature and scope of environmental economics and key environmental issues and problems.

Learning Outcomes:

On successful completion of the course the student will be able to-

1. Explain the basic concept of environmental economics.
2. Evaluate various methods of pollution abatements
3. Summarize the economics of climate change.

Unit I

Meaning nature and scope of environmental economics, Distinction between environment economics and natural resources economics. Environment economics linkages. Environment as a necessity and luxury. Theory of Externalities: Pareto Optimality and market failure in presence of externalities. Social choice of optimum pollution. Property Rights and the Coasian Approach: bargain Solution.

Unit II

Theory of environmental regulation: price rationing, Pigovian taxes, Effluent fees, tradable permits, choice between taxes and quotas under uncertainty, Subsidies for Abatement of pollution- the case in short and long run; The design and implementation of environmental policy – overview.

Unit III

Sustainable development- concept and measurement; international environmental problem, trans-boundary environmental problems. Economics of climate change; trade and environment.

Measuring the benefits of environmental improvements- nonmarket values and measurement methods, risk assessment and perception.

Reference Books:

1. Singh, Katar & Shishodia, Anil (2007), Environmental Economics- Theory and Applications, 1st Edition, Sage Publications India Pvt. Ltd., New Delhi
2. Kolstad, Charles D. (2005), Environmental Economics, Oxford University Press Inc., New Delhi
3. Bhattacharya, Rabindra N. (Ed.) Environmental Economics: An Indian Perspective, Oxford University Press
4. Joshi, M.V., Theories and Approaches of Environmental Economics, Atlantic Publishers & Distributors, New Delhi

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester V
SEC Syllabus 2025-26
Economics
ECO 7504 T-S: Fundamentals of Digital Marketing
2Credits

Course Objective:

This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

Learning Outcomes:

On successful completion of the course the student will be able to understand the concept of digital marketing and its real-world iterations, articulate innovative insights of digital marketing enabling a competitive edge, understand how to create and run digital media-based campaigns, identify and utilise various tools such as social media etc.

Unit I

Introduction to Digital Marketing

- ◆ Importance of digital marketing in modern business
- ◆ Key digital marketing channels and platforms

Social Media Marketing

- ◆ Technological Aspects of Digital Marketing
- ◆ Understanding social media platforms and their audience
- ◆ Creating a social media strategy

Unit II

Email Marketing

- ◆ Building an email list
- ◆ Designing effective email campaigns

Content Marketing

- ◆ Creating effective content for different platforms
- ◆ Content distribution and promotion strategies

Unit III

Digital Marketing Strategy and Planning

- ◆ Developing a digital marketing strategy
- ◆ Integration of different digital marketing channels

Emerging Trends in Digital Marketing

- ◆ Overview of current trends and innovation
- ◆ Final project preparation

Reference Books:

1. The Digital Marketing Handbook by Avinash Chandra:
2. Digital Marketing: An Integrated Approach by Rajendra Kumar Panda
3. Digital Marketing: Concepts and Strategies by Alok Kumar Rai.
4. Digital Marketing: Strategy, Implementation, and Practice by S. Kannan, A. Jeyarani, and C. Bhaskaran:

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester VI
DSEC IIA Syllabus 2025-26
Economics
ECO 7601 E-C: Statistics

Course Objective:

The basic objective of this course is to provide students the basic understanding and knowledge of tools of statistics.

Learning Outcome:

After completing this course, the students will be able to learn data analysis and interpretation that are widely used to solve the economic problems.

Unit I

Basic concepts, population, sample, parameter, frequency distribution; Cumulative frequency, graphic and diagrammatic representation of data, Techniques of a data collection, sampling Vs population, primary and secondary data. Measures of central tendency-mean, median, mode, geometric mean, and Harmonic mean.

Unit II

Measures of dispersion, Range. Mean deviation, standard deviation, coefficient of variation. Quartile deviation, Skewness. Correlation, simple coefficient of correlation Kart parson and Rank correlation, Partial and multiple correlation; Regression analysis Estimation of regression line in a bivariate distribution, least squares method, interpretation of regression coefficients.

Unit III

Interpolation (Newton and Binominal method). Time series analysis Concept and components, determination of regular trend and season indices Index numbers- Concept, Price relative, quantity relative. Value relative Laspeyer's, Paasches and Fisher. Family budget method, Problems in the construction and limitations of index numbers, Tests for ideal index number.

Reference Books:

1. Gupta SP (2001), Statistical Methods, S. Chand & Sons.
2. K.N Nagar, S.N Mittal, M.L Oswal, S.S Modi (2012), Fundamentals of Statistics, (1st Edition), Minakshi Prakashan.

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester VI
DSEC IIB Syllabus 2025-26
Economics
ECO 7602 E-C: Economy of Rajasthan
6 Credits

Course Objective:

On completion of the course, students will be able to develop an understanding of the basic structure of the Rajasthan economy.

Learning Outcome:

Students will develop a critical understanding of the contemporary issues in the Rajasthan economy. Students will thus be better prepared to face the professional world and can use this knowledge base in a variety of jobs, including in the corporate, civil service, and NGO sectors.

Unit I

Position of Rajasthan in Indian Economy: Population, Area, Agriculture, Industry, and Infrastructure. Population: Size and Growth, District Wise Distribution of Rural and Urban Population, Demographic Features, Occupational Structure and Human Resource Development (Literacy, Health, and Nutrition Indicators). Natural Resources Endowments: Land, Water, Livestock and Wildlife, Minerals and Mineral Policy of the State; State Domestic Product: trends and Composition.

Unit II

Agriculture: land Reforms, Land Utilization, Cropping Pattern, Production and Productivity, Agriculture Finance, Marketing and Insurance, Importance of Livestock and Animal Husbandry, Dairy Development Programme, Agriculture Development in Rajasthan during Economic Planning; Significance of Agriculture in the Economy of Rajasthan; Problems in Agriculture.

Unit III

Infrastructure in the State (Irrigation, Power, Road), Industrial Development of the State (Agricultural and Mineral Based Industries, Small Scale and Cottage Industries, Export Based Units, Rajasthan Handicrafts). Enterprises in Rajasthan. Role of Different Corporations in Industrial Development (RIICO, RFC & RAJSICO), Tourism Development in Rajasthan. Constraints in the Economic Development of Rajasthan and Flagship Schemes of Central and State Government.

Reference Books:

1. Economic Review, Directorate of Economics and Statistics, Department of Planning. Rajasthan Jaipur. (Hindi & English.)
2. Statistical Abstract Directorate of Economics and Statistics. Department of Planning, Rajasthan Jaipur.
3. Lakshmi Narayan Nathuram, Economy of Rajasthan, Ramesh Book Depo, Jaipur.

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester VI
DSEC IIC Syllabus 2025-26
Economics
ECO 7603 E-C: Economics of Growth and Development
6 Credits

Course Objective:

The course begins with a discussion of alternative conceptions of development and their justification. It then proceeds to aggregate models of growth and cross-national comparisons of the growth experience that can help evaluate these models.

Learning Outcomes:

On successful completion of the course the student will be able to-

1. Illustrate the concept and difference between growth and development
2. Summarize various development and growth models.
3. Build competency and academic excellence for competition exams and to develop employability related skills.

Unit I

Concept of economic growth and development; Factors affecting economic growth; Characteristics of developed and underdeveloped countries; Inequality and Growth: the inverted „U“ curve hypothesis; Measuring development gap: GNP, PQLI, HDI, Gini coefficient and Lorenz curve; Human Resource Development and its measurement (education, health & income).

Unit II

Classical theory of Development: Adam Smith, Ricardo. Growth models: Harrod and Domar; Neo-classical growth models: Solow, Meade, Mrs. Joan Robinson; Technological Progress: Embodied, Disembodied, Hicks and Harrod.

Unit III

Dualism- Technical, Financial and Social. Partial theories of growth and development: Vicious circle of poverty, Balanced growth and Unbalanced growth (Rosenstein-Rodan and Hirschman), Rostow's stage theory, Circular Causation, Unlimited supply of labour, Critical minimum effort thesis, Low equilibrium trap; Karl Marx theory of development

Reference Books:

1. Todaro, Michael.P& Smith Stephen C (2014), Economic Development, 12th Edition, Pearson Education (Singapore) Pvt. Ltd., Delhi.
2. Thirwal, A.P (2012), Growth and Development, Macmillan, London.
3. Misra S.K, Puri V.K, (2012), Economics of Development and Planning, Himalaya Publishing House.
4. Chennery, H. & T.N Srinivisan (Eds.) (1989), Handbook of Development Economics, Vols. 1 & 2, Elsevier, Amsterdam.
5. M.L.Taneja , R.M. Myer (2017), Economics of Development and Planning, Vishal Publication.

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

MDS University, Ajmer
Bachelor of Arts Semester VI
SEC Syllabus 2025-26
Economics
ECO 7604 T-S: Rural Entrepreneurship
2 Credits

Course Objective:

This course considers the issues that are important when starting up or running a small business in a rural environment.

Learning Outcomes:

On successful completion of the course the student will be able to understand the importance of how rural living rurally influences your business or social enterprise objectives, explore the feasibility of a business idea, plan a strategy for the development of the enterprise in rural areas, state the likely resources and capabilities required for new rural enterprise and understand where the gaps are likely to occur.

Unit I

Introduction to Rural Entrepreneurship

- ◆ Introduction to entrepreneurship and its importance in rural areas
- ◆ Characteristics and challenges of rural entrepreneurship

Identifying Opportunities in Rural Areas

- ◆ Assessing local resources and potential opportunities
- ◆ Market analysis

Unit II

Developing Entrepreneurial Mindset

- ◆ Creativity and innovation in rural entrepreneurship
- ◆ Risk-taking and resilience

Planning and Starting a Rural Business

- ◆ Importance of business planning
- ◆ Components of a business plan

Unit III

Financial Management for Rural Entrepreneurs

- ◆ Budgeting and financial planning
- ◆ Sources of funding for rural businesses (grants, loans, crowdfunding)

Marketing and Scaling Rural Businesses

- ◆ Digital marketing for rural businesses
- ◆ Developing sales strategies

Reference Books:

1. "Rural Marketing: Targeting the Non-Urban Consumer" by Sanal Kumar Velayudhan:
2. "Rural Entrepreneurship in India: Challenges and Prospects" by M.A. Jalal and Mohammed Saqib.
3. "Rural Entrepreneurship Development in India" by K.N. Singh and Anil Kumar Singh:
4. "Rural Entrepreneurship: The Challenges and Opportunities" by S.K. Verma and R.K. Singh.
5. "Rural Development and Entrepreneurship" by R.K. Mishra and P.S. Mahapatra

Teaching Learning Process: - Lectures and tutorials

Assessment Methods: - Internal assessment and final examination as per CBCS rules.

