

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
Chhatrapati Sambhajanagar.**



CIRCULAR /SU/CM/B.Com/CBC&GS/49/2023

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; the Academic Council at its meeting held on 30.11.2023 has accepted the **"Curriculum of B.Com. IIIrd year (Sem.V) as a Optional subject of Rural Development and Agricultural Business for the pattern of 2022."**

Under the Faculty of Commerce & Management.

This is effective from the Academic Year 2023-24 and Onwards as per appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/B.COM/2023-24/ 18915-24

Date:- 13-12-2023.

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(Signature)
**Deputy Registrar,
Academic Section
Syllabus unit.**

Copy forwarded with compliments to :-

- 1] **The Principals, all concerned affiliated Colleges,
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

B.Com Vth Semester Syllabus (CBCS)
Rural Development and Agricultural Business (Elective)

Total Marks	100
Theory	80
Sessional	20

Objectives: This course aims at developing the understanding of students regarding the basic theoretical concepts of rural development and agribusiness for future entrepreneurial venture.

		No. of Lectures
Unit I	Introduction to Rural Development: Meaning and Definition of Rural Development Scope of Rural Development, Significance of Rural Development in Indian Context. Causes of Rural Backwardness, Determinants of Rural Development in India.	12
Unit II	Rural Poverty and Rural Unemployment : Meaning and Definition of Poverty, Causes of Rural Poverty, Remedies of Eradication of Rural Poverty, Meaning and Definition of Unemployment, Types of Unemployment in Rural India, Food Program during COVID-19 Pandemic.	12
Unit III	Rural Development Programmes in India : Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Pradhan Mantri Gram Sadak Yojana (PMGSY), Pradhan Mantri Awas Yojana (Gramin), Deendayal Antayodaya Yojana - National Rural Livelihood Mission (DAY-NLRM), Model Village Concept - Saansad Aadarsh Gram Yojana (SAGY). Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), Training of Rural Youth for Self Employment (TRYSEM).	12
Unit IV	Agribusiness : Meaning of Agribusiness, Importance of Agribusiness, Scope for Agribusiness in India, Major Challenges in Development of Agribusiness Sector in India Impact of globalization on Agribusiness Sector in India	12
Unit V	Agricultural Marketing: Meaning of Agricultural Marketing, Scope of Agricultural, Marketing, Importance of Agricultural Marketing, Difference between Marketing of Agricultural Goods and Manufactured Goods, Problems of Agricultural Marketing and Measures to Solve Them.	12
	Sessional - 20 Marks To be Conducted by the Department in each College as per Convenience.	

Reference Books:

- Katar Singh (1986). Rural Development, Principles, Policies and Management, Sage Publication, New Delhi.
- Vasant Desai (2012). Rural Development in India, Himalaya Publishing House, Mumbai.
- Lalitha (2004). Rural Development in India: Emerging Issues and Trends, Dominant Publishers, Delhi.
- Vinayak Reddy and Yadagira Charyulu (2009), Rural Development in India: Policies and Initiatives, New Century Publications, New Delhi.
- G. L Meena, S. S Burark, D. C Pant, Rajesh Sharma (2017). Agribusiness Management: Theory and Practices.

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Prof. Walmik K. Sarwade
 Dean


Princ. H. G. Vidhate
 Chairman ,BoS


Prof. Ganesh N. Kathar
 Chairman ,BoS


Dr. Vilas S. Epper
 I/c Chairman ,BoS