

Subject title: Rural Business Management			
Subject status	Semester	Credit value	Teaching load
Elective	III	6	2L+2T
Study programme: MBA in Management, Finance and Agribusiness			
Responsible staff: Andras Nabradi, UD			
Pre-requisite: Nil			
Objectives: To get the students acquainted with the resources, characteristics, structures and external connections of rural business. The subject also focuses on regional processes and disparities influencing the evolvement of rural business and details its performance, competitiveness and economic development.			
Learning approach: Lectures: 30 hours Individual work/team work: 30 hours <hr style="width: 20%; margin-left: auto; margin-right: auto;"/> 60 hours			
Assessment: Written exam: 70% Individual assignment: 30%			
SYLLABUS: <ul style="list-style-type: none"> • The process of regional development • The concept, functions and determination of rural areas • The concept, aims and functions of rural development • The characteristics of rural business • Resources in rural business: human resource, natural resource, landscape, rural settlements • Structure and external connections of rural business • Regional processes and disparities influencing the evolvement of rural business • Performance, competitiveness and economic development of rural business • Agriculture in rural business • Forestry in rural business • Economics of energy plantations • Game management in rural business • Tourism in rural business • Connections of rural tourism and agriculture • The ability of rural business to economically provide for a population • Case studies, exercises 			
Reading list and references: Verma, S. B. (2005): Rural Management. Deep & Deep Publications, ISBN 8176295612, 454.p.			