

Module 1: Entrepreneurship in rural areas - current challenges;

Course Syllabus

Course description or general overview

The aim of this course is to ... help women in rural areas to understand what rural entrepreneurship is, and what are the specific challenges faced by this particular type of entrepreneurship.

Participants of this course will ... gain a broad vision of rural entrepreneurship and will be encouraged to look for new opportunities for rural entrepreneurship as a way of creating employment in rural areas.

Learning outcomes at the course/module level (according to Bloom`s taxonomy)

Explain what rural entrepreneurship is, what challenges women face in rural entrepreneurship.

Develop new entrepreneurial ideas that can provide solutions to current challenges.

Demonstrate that you have sufficient generic knowledge of the challenges that currently exist for all rural entrepreneurs.

Critically evaluate and make their own judgements...about the main challenges currently faced by rural entrepreneurs and creatively seek solutions for better implementation of the entrepreneurial venture.

Establish and expand knowledge... about the main differences between rural development and entrepreneurship, as well as its implementation in future work, i.e. the ability of women in rural associations to become entrepreneurs successfully with previous knowledge about current trends and challenges in the rural area.

Acquire the capacity, knowledge and skills to become a rural entrepreneur or even have the motivation to become an entrepreneur from the rural women's associations themselves.

The participant has knowledge about: RURAL ENTREPRENEURSHIP

The participant has skills to: ... SEEK CREATIVE SOLUTIONS TO THE CURRENT CHALLENGES OF RURAL ENTREPRENEURSHIP.

The participant has the competence of: ... CREATING A BASIC BUSINESS PLAN FOR RURAL ENTREPRENEURSHIP

Course contents (list of all the topics covered within the module, the minimum of topics per each module could be 4, if partners agree)

1. Rural Entrepreneurship and Rural Development.
2. Challenges specific to rural SMEs.
3. Sectors in which to start up in rural areas.
4. Business model development.

Learning topic:

Organisation: GrowthCoop SCA

Course: « Module 1: Entrepreneurship in rural areas - current challenges »

Teaching hours: 15 hours

Mode of delivery: Wobis OER

EQF level: Level 4

Teaching methods (examples):

- online Learning Modules
- papers, projects, presentations, videos
- tutorials or webinars, guest lectures, case studies

Assessment methods (examples) Please, describe how the assessment task(s) help trainees achieve the planned learning outcomes

- quizzes
- projects
- discussions

Learning outcomes of the learning topic:

The participants will be able to explain

1. Rural Entrepreneurship and Rural Development - Participants will learn about the main characteristics of rural entrepreneurship and why it is so important for the local development of the area where the business is based.
2. Challenges specific to rural SMEs - Participants will learn about the main challenges faced by rural entrepreneurs.
3. Sectors in which to start up in rural areas - Participants will be able to learn about the main sectors in which to develop rural entrepreneurship.
4. Business model development - The participants will be able to develop their rural business idea into a specific type of model.

Learning activity content:

The sub-units forming the learning topic:

1. Rural Entrepreneurship and Rural Development
 - Importance of rural entrepreneurship
2. Challenges specific to rural SMEs
 - Digital Infrastructure
 - Access to finance
 - Human Capital and Skills
 - Seasonal Challenges
 - Access to new markets
3. Sectors in which to start up in rural areas
 - The idea as a key to business
4. Business model development
 - Canvas model

Recommended or required reading:

Recommended:

- [https://www.europarl.europa.eu/RegData/etudes/STUD/2019/608868/IPOL_STU\(2019\)608868_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2019/608868/IPOL_STU(2019)608868_EN.pdf)
- https://international-partnerships.ec.europa.eu/policies/programming/projects/rural-women-entrepreneurs-making-difference-bangladesh_en
- <https://www.eitfood.eu/projects/ewa-empowering-women-in-agrifood-2022/why-a-project-for-women-entrepreneurs>
- https://www.interregeurope.eu/sites/default/files/inline/Policy_Brief_-_How_to_boost_entrepreneurship_in_rural_areas.pdf

Links to useful websites:

- https://agriculture.ec.europa.eu/common-agricultural-policy/rural-development_en
- https://agriculture.ec.europa.eu/common-agricultural-policy/cap-overview/new-cap-2023-27_en
- <http://www.womenentrepreneurshipplatform.org/>
- <https://enrd.ec.europa.eu/>
- <https://ec.europa.eu/eip/agriculture/>

Glossary:

Language of the course:

English, Slovak, Czech, Polish, Italian, Spanish, Croatian

Name of the teacher:

Javier Morales

Supervisor:

Feedback for evaluation

- questionnaires – 5 Questions
- feedback from participants through focus-group meetings