ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER **AGRICULTURE AND RURAL DEVELOPMENT** Time:3hrs/week

AEXT 292 (2) **ENTREPRENEURSHIP DEVELOPMENT AND** Marks:60

w.e.f AJ 2022-2023 **BUSINESS COMMUNICATION**

**SYLLABUS**

**Objectives**

* To visit any one Agri - based industries/ business – Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.
* To study about the constraints in setting up of agro based industries.
* To study about the formulation of project feasibility reports.

**Course Outcomes**

At the end of the course, students will be able to

**CO1:** Explain concepts of entrepreneur, entrepreneurship and its development in the Indian agricultural sector.

**CO2:**Outline the use of SWOT analysis to assess agri-enterprises and various skills required for successful entrepreneurship.

**CO3:**Summarize governmental and non-governmental agencies in entrepreneurship development in the Indian agriculture sector.

**CO4:** Classify the types of agri-enterprises

**CO5:** Explain the features of supply chain and marketing management.

**Theory**

**UNIT –I (3 Hours)**

1. Concept of entrepreneur, entrepreneurship - Distinction between an entrepreneur and a manager - Management - Management functions – Planning - Organizing - Directing - Motivation - Ordering - Leading – Supervision Communication and Control.

2. Characteristics of entrepreneurs - Opportunities for entrepreneurship and rural entrepreneurship - Types of entrepreneurs and functions of entrepreneurship.

3. Agri – entrepreneurship - Concept, need and scope - Assessing overall business environment in Indian economy and globalization and the emerging business entrepreneurial environment.

4. Entrepreneurship development programmes (EDPs) – Objectives, phases, problems of EDPs - Entrepreneurial behavior and role of achievement - Motivation, factors affecting entrepreneurship development.

**UNIT –II (3 Hours)**

1. Generation, incubation and commercialization of business ideas - Environment scanning and opportunity identification - Researching/ Managing competition Ways to define possible Competitors.

2. Globalization and the emerging business entrepreneurial environment - Role of ED in economic development of a country - Overview of Indian social, political systems and their implications for decision making by individual entrepreneurs.

3. SWOT Analysis - Concept, meaning and advantages.

**UNIT –III (3 Hours)**

1. Government policies, incentives, programmes and schemes for entrepreneurship development - Export and import policies relevant to Indian Agriculture sector.

2. Institutional support - Financial Institutions and other agencies in entrepreneurship development

3. Venture capital (VC), contract farming (CF) and joint ventures (JV) - Public-private partnerships (PPP).

**UNIT –IV (3 hours)**

1. Overview of agricultural input industry – Seed, fertilizer, pesticides, farm machinery and agricultural food processing industry.

2. Steps in establishment of MSME Enterprise - Planning of an enterprise - Project identification - Selection of the product/ services - Selection of form of ownership - Registration, selection of site, capital sources, acquisition of manufacturing know how, packaging and distribution.

3. Project planning - Formulation and project report - Meaning - Importance Components and preparation.

**UNIT –V (3 Hours)**

1. Supply chain management - Meaning, advantages, stages and process and total quality management.

2. Marketing management - Market types - Marketing assistance - Market strategies - Definition of business - Stakeholders in business - Stages of Indian business Importance of agribusiness in Indian economy -Social responsibility of business - Morals and ethics in enterprise management.

3. Assessment of entrepreneurship skills - Business leadership skills Communication skills for entrepreneurship development - Developing organizational skill - Developing managerial skills - Problem solving skill and time management skills.

**Reference Books**

1. Anil Kumar, S., Poornima, S. C., Mini, K., Abraham andJayashree, K. 2003. Entrepreneurship Development. New Age International Publishers, New Delhi 2 Bhaskaran, S. 2014. Entrepreneurship Development & Management. Aman Publishing House, Meerut
2. Gupta, C.B. 2001. Management: Theory and Practice. Sultan Chand and Sons, New Delhi 4 Indu Grover 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Publishing Academy, Udaipur
3. Khanka, S.S. 1999. Entrepreneurship Development. S. Chand and Co., New Delh

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