

# 22BEAS207 ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MANAGEMENT

Hours Per Week :

L	T	P	C
2	0	2	3

**PREREQUISITE KNOWLEDGE:** Entrepreneurship concept, Agro based industries, sensitivity analysis, entrepreneurial and managerial characteristics and Economic system and its implications.

## COURSE DESCRIPTION AND OBJECTIVES:

This course is framed to make the students enlighten about entrepreneurship development. To make the students understand in starting their own business. To make the understand about the concept of entrepreneurship. Enlighten students about business management. To motivate the students to become entrepreneur.

## MODULE-1

### UNIT-1

8L+0T+8P=16 Hours

#### ENTREPRENEURSHIP:

Management - Management functions - planning - Organizing - Directing - motivation - ordering - leading - supervision - Communication and control - Capital - Financial management importance of financial statements - balance sheet - profit and loss statement, Analysis of financial statements - liquidity ratios - leverage ratios, Coverage ratios - turnover ratios - profitability ratios.

### UNIT-2

8L+0T+8P=16 Hours

#### AGRO-BASED INDUSTRIES:

Project - project cycle - Project appraisal and evaluation techniques undiscounted measures - payback period - proceeds per rupee of outlay, Discounted measures Net Present Value (NPV) - Benefit-Cost Ratio (BCR) - Internal Rate of Return (IRR) - Net benefit investment ratio (N / K ratio).

Sensitivity analysis: Importance of agribusiness in Indian economy International trade-WTO agreements - Provisions related to agreements in agricultural and food commodities. Agreements on agriculture (AOA) - Domestic supply, market access, export subsidies agreements on sanitary and phyto-sanitary (SPS) measures, Trade related intellectual property rights (TRIPS). Development (ED): Concept of entrepreneur and entrepreneurship Assessing overall business environment in Indian economy.

#### PRACTICES:

- Analyze the various functions of management in the organization.
- Find out the financial performance of the company in the society.
- Evaluation and assign the ranks to the projects in the organization.
- Analyze the importance of agribusiness to the domestic country and foreign countries.

## MODULE-2

### UNIT-1

8L+0T+8P=16 Hours

#### ENTREPRENEURIAL AND MANAGERIAL CHARACTERISTICS:

Entrepreneurship development Programmes (EDP) Generation incubation and commercialization of ideas and innovations- Motivation and entrepreneurship development- Globalization and the emerging business entrepreneurial environment- Managing an enterprise: Importance of planning, budgeting, monitoring evaluation and follow-up managing competition. Role of ED in economic development of a country- Overview of Indian social, political systems and their implications for decision making by individual entrepreneurs.



Source: [https://lh3.googleusercontent.com/rL0pdq-bg5ARK\\_v\\_tP2ZLXJ8EtY5gmyG2rbAw4B8VNyH01gOOieaC-DG\\_GaPPgY1rB\\_76g=s113](https://lh3.googleusercontent.com/rL0pdq-bg5ARK_v_tP2ZLXJ8EtY5gmyG2rbAw4B8VNyH01gOOieaC-DG_GaPPgY1rB_76g=s113)

**SKILLS:**

- ✓ Identify various renewable energy sources.
- ✓ Design and development of a solar water heater and solar cooker.

**UNIT-2****8L+0T+8P=16 Hours****ECONOMIC SYSTEM AND ITS IMPLICATIONS:**

Decision making by individual entrepreneurs- Social responsibility of business. Morals and ethics in enterprise management- SWOT analysis- Government schemes and incentives for promotion of entrepreneurship. Government policy on small and medium enterprises (SMEs)/SSIs/MSME sectors- Venture capital (VC), contract farming (CF) and joint ventures (JV), public-private partnerships (PPP)- Overview of agricultural engineering industry, characteristics of Indian farm machinery industry.

**PRACTICES:**

- Analyze the role of entrepreneurship development in economic development of country.
- Evaluate the government schemes and incentives for promotion of entrepreneurship.
- Analyze the importance and characteristics of Indian farm machinery industry.

**COURSE OUTCOMES:**

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Apply the ability to discern distinct entrepreneurial traits.	Apply	1	1, 2, 4
2	Apply the parameters to assess opportunities and constraints for new business ideas.	Apply	1	1, 2, 4, 5, 6, 7
3	Analyze the systematic process to select and screen a business idea.	Analyze	2	1, 2, 4, 5, 11
4	Create strategies for successful implementation of ideas.	Create	2	1, 2, 3, 4, 5, 6, 7, 11
5	Create a business plan.	Create	2	1, 2, 4, 6, 7, 11, 12

**TEXT BOOKS:**

1. Harsh, S.B., Conner, U. J and Schwab, G.D., "Management of the Farm Business" Prentice Hall Inc., New Jersey, 2017.
2. Joseph, L. Massie, Essentials of Management. Prentice Hall of India Pvt. Ltd, 2018.

**REFERENCE BOOKS:**

1. Omri Rawlins, N. Introduction to Agribusiness. Prentice Hall Inc., New Jersey, 2017.
2. Gittenger Price, J. Economic Analysis of Agricultural Projects. John Hopkins University, Press, London, 2018.