

# 19MS201 ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MANAGEMENT

Hours Per Week :

L	T	P	C
2	0	2	3

Total Hours :

L	T	P	WA/RA	SSH/HSB	CS	SA	S	BS
30	-	30	10	45	-	-	-	-



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)

## COURSE DESCRIPTION AND OBJECTIVES:

The objective of the course is to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development and to develop and strengthen entrepreneur qualities of students and understand the need for entrepreneur discipline and also to equip students capable of analysing the environmental set up relating to small industry and small business and make them understand the procedure of small scale industries.

## COURSE OUTCOMES:

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Apply the ability to discern distinct entrepreneurial traits.	1
2	Apply the parameters to assess opportunities and constraints for new business ideas.	1
3	Analyse the systematic process to select and screen a business idea.	2
4	Create strategies for successful implementation of ideas.	3
5	Create a business plan.	3

## SKILLS:

- ✓ Identify various renewable energy sources.
- ✓ Design and development of a solar water heater and solar cooker.
- ✓ Production of biogas and producer gas.
- ✓ Differentiate various biogas plants and gasifiers.

**UNIT - I****L-6**

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 - II****L-6**

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) .

**UNIT - III****L-6**

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.

**UNIT - IV****L-6**

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.

**UNIT - V****L-6**

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.

## LABORATORY EXPERIMENTS

### LIST OF EXPERIMENTS

**TOTAL HOURS: 30**

1. Preparation of business plan.
2. Strengths weaknesses opportunities and threats (SWOT) analysis.
3. Analysis of financial statements (Balance sheet, profit loss statement).
4. Compounding.
5. Discounting.
6. Break-even analysis visit to agro-based industries.
7. Visit to agro-based industries I.
8. Visit to agro-based industries II.
9. Visit to agro -industries development corporation.
10. Ratio analysis - I.
11. Ratio analysis - II.
12. Application of project appraisal technique - I(Undiscounted measures).
13. Application of project appraisal technique - II(Discounted Measures).
14. Formulation of project feasibility reports.
15. Farm Machinery project proposals as entrepreneur.
16. Individual presentation of model project proposals in the class.
17. Group presentation of model project proposals in the class.
18. Practical examination.

### TEXT BOOKS :

1. Harsh, S.B., Conner, U. J and Schwab, G.D. 1981, "Management of the Farm Business. Prentice" Hall Inc., New Jersey.
2. Joseph, L. Massie. 1995, "Essentials of Management". Prentice Hall of India Pvt. Ltd., New Delhi.
3. Omri Rawlins, N. 1980, "Introduction to Agribusiness". Prentice Hall Inc., New Jersey.
4. Gittenger Price, J. 1989, "Economic Analysis of Agricultural Projects". John Hopkins University, Press, London.

### REFERENCE BOOKS:

1. Thomas W Zimmer and Norman M Scarborough. 1996, "Entrepreneurship. Prentice"-Hall, New Jersey.
2. Mark J Dollinger. 1999, "Entrepreneurship Strategies and Resources". Prentice Hall, Upper Saddal Rover, New Jersey.
3. Khanka S S. 1999, "Entrepreneurial Development". S. Chand and Co. New Delhi.
4. Mohanty S K. 2007, "Fundamentals of Entrepreneurship". Prentice Hall India Ltd., New Delhi.