

# 21AEXT292 ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS COMMUNICATION

Hours Per Week :

L	T	P	C
1	-	2	3

Total Hours :

L	T	P
15	-	30

## COURSE DESCRIPTION AND OBJECTIVES:

This course is aimed to impart knowledge on concepts of entrepreneurship, characteristics of entrepreneur, motivation, and project management and their importance in socio-economic development of the nation

## COURSE OUTCOMES:

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

COs	Course Outcomes
1	Knowledge on organizational skills and supply chain management and to become Entrepreneurs, Agri-preneurs, etc
2	Explain the importance of management and marketing in small businesses venture; the elements of success of entrepreneurial ventures; legal and financial conditions for starting a business venture and different entrepreneurial strategies to start / initiate their own business plan

## SKILLS:

- ✓ *Improve entrepreneurial skills*
- ✓ *Prepare business plans for agro-based industries*
- ✓ *Prepare balance sheet to prepare business plans*
- ✓ *Entrepreneur Communication skills will be improves*
- ✓ *Plan for different entrepreneurial strategies*



Source :  
<https://ied.eu/project-updates/becoming-a-successful-farmer-entrepreneur/>

**ACTIVITIES:**

- o Visit to Agro-based industries
- o SWOT analysis of Agro based industries
- o Visit to Agri - Clinic and Agri - Business Centres
- o Visit to Agri-Entrepreneurs / Agri-preneurs
- o Visit to FPOs

**UNIT - 1**

**Introduction :** Concept of entrepreneur, entrepreneurship - Distinction between an entrepreneur and a manager - Management - Management functions – Planning- Organizing - Directing - Motivation - Ordering - Leading – Supervision -Communication and Control. Characteristics of entrepreneurs - Opportunities for entrepreneurship and rural - entrepreneurship - Types of entrepreneurs and functions of entrepreneurship

**UNIT - 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

**UNIT - 3**

**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

**UNIT - 4**

**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

**UNIT - 5**

**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

**LABORATORY EXPERIMENTS****LIST OF EXPERIMENTS**

1. Field visits to study any one Agri - based industries / business – Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis
2. Field visits to study the constraints in setting up of agro based industries - Formulation of project feasibility reports and industrial and agri-business houses
3. Field visits to study the formulation of project feasibility reports
4. Field visits to study the industrial and agri-business houses
5. Field visits to study the characteristics of successful entrepreneurs
6. Field visits to study the any one of the Local Financial Institutions to study the MSME Policies
7. Field visits to study the Entrepreneurial Development Institute to study the Process of Entrepreneurship Development

8. Field visits to the local Public - Private Enterprises to study the Enterprise Establishment and Management Process
9. Field visit to the local Public - Private Enterprises to study the Assessing entrepreneurial potential problem solving ability
10. Field visits to the local Public - Private Enterprises to study the managerial skills and achievement motivation
11. Practicing exercise in creativity and time audit
12. Practicing exercise in preparation of business plan and proposal writing
13. Visit to nearest Agri - Clinic and Agri - Business Centre's if any
14. Power Point Presentation of Assignments - Session I
15. Power Point Presentation of Assignments - Session II

#### REFERENCES:

1. Anil Kumar, S., Poornima, S. C., Mini, K., Abraham and Jayashree, K. 2003. *Entrepreneurship Development*. New Age International Publishers, New Delhi
2. Bhaskaran, S. 2014. *Entrepreneurship Development & Management*. Aman Publishing House, Meerut
3. 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
5. Khanka, S.S. 1999. *Entrepreneurship Development*. S. Chand and Co., New Delhi
6. Mary Coulter 2008. *Entrepreneurship in Action*. Prentice Hall of India Pvt. Ltd., New Delhi
7. Mohanty, S.K. 2009. *Fundamentals of Entrepreneurship*. Prentice Hall of India Pvt. Ltd., New Delhi

