

INSTITUTE	FACULTY OF AGRICULTURE
PROGRAM	BACHELOR OF SCIENCE (Hons.) AGRICULTURE
SEMESTER	6
COURSE TITLE	ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS COMMUNICATION
COURSE CODE	16AS0606
COURSE CREDITS	2

Objective:

- 1 To assess entrepreneurial potential, problem solving ability, managerial skills and exercise creativity.
- 2 To create vision through communication at all levels of business.
- 3 To strengthen and increase the number of entrepreneurs.

Course Outcomes: After completion of this course, student will be able to:

- 1 Student will acquaint knowledge on the concept of Business, Enterprise, Entrepreneurs and Entrepreneurship Development.
- 2 Student will develop the understanding on different government policies and programmes in entrepreneurship development.
- 3 Student will evaluate the principles of Business Leadership Skills, Problem Solving Skills, Managerial Skills, Problem Solving Skills and Project Planning.
- 4 Student will develop ability to analyze SWOT analysis and formulation of project, implement planning, formulation and preparation to set-up their own business.

Pre-requisite of course: Basics regarding extension principles.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
1	0	2	50	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	1 Concept of Entrepreneur, Entrepreneurship development, Characteristics of entrepreneurs	2
2	2 SWOT Analysis and achievement motivation. Government policy and programs and institutions for entrepreneurship development	2
3	3 Role of economic reforms viz. Agri-clinics, Agribusiness/Agri-enterprises, Entrepreneurial Development	1

Contents : Unit	Topics	Contact Hours
4	4 Business Leadership Skills; Developing organizational skill (controlling, supervising, problem solving, monitoring and evaluation), Developing Managerial skills, Business Leadership Skills (Communication, direction and motivation Skills), Problem solving skill, Supply chain management and Total quality management	4
5	5 Project Planning Formulation and report preparation; Financing of enterprise, Opportunities for Agri-entrepreneurship and rural enterprise	2
6	6 Extension administration: meaning and concept, principles and functions	2
Total Hours		13

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	1 Assessing entrepreneurial traits of entrepreneur. Exercise on problem solving skills	2
2	2 Exercise on managerial skills	2
3	3 Exercise on achievement motivation	2
4	4 Collection of traditional wisdom in agricultural field	2
5	5 Time audit through planning, monitoring and supervision (PERT)	2
6	6 Identification and selection of business idea	2
7	7 Preparation of business plan and proposal writing	2
8	8 Exposure to entrepreneurship development institution (GDI, Gandhinagar) and Successful entrepreneurs (Input Dealers/ Bio-pesticide/ Vermi-compost)	2
9	9 Exposure of NABARD, GFSC etc.	2
Total Hours		18

Textbook :

1 NA, NA, NA, NA

References:

- 1 Fundamentals of Entrepreneurship, Fundamentals of Entrepreneurship, Mohanty, S. K., Prentice Hall India Ltd., 2007
- 2 Business Communication, Business Communication, Balasubramanyam, M., Vani Educational Books, 1985
- 3 Entrepreneurship Development and Management, Entrepreneurship Development and Management, Bhaskaran, S., Aman Publishing House, Meerut, 2014
- 4 Entrepreneurial behaviour of farmers: An Axiomatic Theory, Entrepreneurial behaviour of farmers: An Axiomatic Theory, De, D. and Rao, M. S., Ganga Kaveri Publishing House, Varanasi, 2001

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
25.00	25.00	30.00	10.00	5.00	5.00

Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by white board may also use any of tools such as demonstration, role play, quiz, brain storming, MOOCs etc.
- 2 The internal evaluation will be done on the basis of continuous evaluation of students in the class-rooms.
- 3 Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory.
- 4 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.