

Syllabus for B.Sc. (Hons) Agriculture Year – II (Sem. III)

Subject Code: 16AS0311

Subject Short Name: Ag. Econ. 3.1

Subject Name: Entrepreneurship Development and Business Communication

Objective:

1. To provide student an insight into the concept and scope of entrepreneurship
2. To expose the student to various aspects of establishment and management of a small business unit
3. To enable the student to develop financially viable agribusiness proposal

Credits Earned: 3 Credits (2+1)

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

- Acquaint knowledge on the concept of Business, Enterprise, Entrepreneurs and Entrepreneurship Development.
- Develop the understanding on different government policies and programmes in entrepreneurship development.
- Evaluate the principles of Business Leadership Skills, Problem Solving Skills, Managerial Skills, Problem Solving Skills and Project Planning.
- Develop ability to analyze SWOT analysis and formulation of project, implement planning, formulation and preparation to set-up their own business.

Teaching Scheme (Hours)			Credits	Theory Marks			Tutorial/ Practical Marks		Total Marks
Theory	Tutorial	Practical		ESE (E)	Mid Sem (M)	Progressive Assessment (PA)	Viva (V)	Term work (TW)	
2	0	2	3	40	20	20	10	10	100

Theory Content:

Unit	Topics	Contact Hours
1	Development of entrepreneurship, motivational factors, social factors, environmental factors, characteristics of entrepreneurs, entrepreneurial attributes/competencies	2

2	Concept, need for and importance of entrepreneurial development	2
3	Evolution of entrepreneurship, objectives of entrepreneurial activities, types of entrepreneurs, functions of entrepreneurs, importance of entrepreneurial development, and process of entrepreneurship development	3
4	Environment scanning and opportunity identification need for scanning: spotting of opportunity, scanning of environment identification of product / service: starting a project; factors influencing sensing the opportunities	2
5	Infrastructure and support systems: good policies, schemes for entrepreneurship development; role of financial institutions, and other agencies in entrepreneurship development	2
6	Steps involved in functioning of an enterprise. Selection of the product / services, selection of form of ownership; registration, selection of site, capital sources, acquisition of manufacturing know how, packaging and distribution	2
7	Planning of an enterprise, project identification, selection, and formulation of project; project report preparation, Enterprise Management	2
8	Production management: product, levels of products, product mix, quality control, cost of production, production controls, Material management	2
9	Production management: raw material costing, inventory control. Personal management: manpower planning, labour turn over, wages / salaries	2
10	Financial management /accounting: funds, fixed capital and working capital, costing and pricing, long term planning and short-term planning, book keeping, journal, ledger, subsidiary books, annual financial statement, taxation	3
11	Marketing management: market, types, marketing assistance, market strategies. Crisis management: raw material, production, leadership, market, finance, natural etc.	2
	Total	24

Practical Content:

Unit	Topics	Contact Hours
1	Visit to small scale industries/agro-industries	4
2	Interaction with successful entrepreneurs/ agri-entrepreneurs	6
3	Visit to financial institutions and support agencies	4
4	Preparation of project proposal for funding by different agencies	6
	Total	20

Reference Books:

- Charantimath, P.M. 2009, Entrepreneurship Development and Small Business Enterprises. Pearson Publications, New Delhi.
- Desai, V. 2015, Entrepreneurship: Development and Management, Himalaya Publishing House.
- Gupta, C.B. 2001. Management Theory and Practice. Sultan Chand & Sons.
- Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Public Academy.
- Khanka, S.S. 1999. Entrepreneurial Development. S. Chand & Co.
- Mehra, P. 2016, Business Communication for Managers. Pearson India, New Delhi.

Suggested Theory distribution:

The suggested theory distribution as per Bloom's taxonomy is as per 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	Understand	Apply	Analyze	Evaluate	Create
25%	25%	20%	10%	10%	10%

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/ field.
4. Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.