

AMH27 ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MANAGEMENT

UNIT-1 THEORY:

- 1.1 Entrepreneurship Development: Assessing overall business environment in the Indian economy.
- 1.2 Overview of Indian social, political and economic systems and their implications for decision making by individual entrepreneurs.
- 1.3 Globalization and the emerging business/ entrepreneurial environment.
- 1.4 Concept of entrepreneurship; entrepreneurial and managerial characteristics; managing an enterprise; motivation and entrepreneurship development; importance of planning, monitoring, evaluation and follow up; managing competition; entrepreneurship development programs;
- 1.5 SWOT analysis, Generation, incubation and commercialization of ideas and innovations.
- 1.6 Government schemes and incentives for promotion of entrepreneurship.
- 1.7 Government policy on Small and Medium Enterprises (SMEs) / SSIs. Export and Import Policies relevant to horticulture sector.
- 1.8 Venture capital. Contract farming and joint ventures, public-private partnerships. Supply chain management and total quality management.
- 1.9 Overview of horti inputs industry.
- 1.10 Characteristics of Indian horticultural processing and export industry.
- 1.11 Social Responsibility of Business.
- 1.12 Communication Skills: meaning and process of communication, verbal and non-verbal communication; Types of entrepreneur, National level entrepreneurship development institutes, role of financial institutions for funding enterprises

UNIT-2 PRACTICAL

- 2.1 Conducting market survey to the demand for product, preparing advertisements for popularization of product, news writing, preparing project proposals,
- 2.2 Individual, group presentation, features of oral presentation, presentation, evaluation of presentation and evaluation of sheet,
- 2.3 Dyadic communication-face to face conversation, telephone conversation, rate of speech and clarity of voice, speaking and listening politeness, telephone etiquettes, organising general and group meeting, salient features of participation in seminars and conferences,
- 2.4 Conducting and participating in mock interviews. Study of preparing balance sheet, SWOT analysis of an enterprise, Visit to Successful Entrepreneur/ enterprises.
- 2.5 Preparation of project report.

Reference Books:

1. Benjamin MC Donald P. 1985, Investment Projects in Agriculture- Principles and Case studies. Longman Group Limited. Essex. UK.
2. Chole, R. R. et al., 2012, Entrepreneurship Development and Communication skills, Scientific publishers, Jodhpur.