

B.Tech. (Agricultural Engineering): Fourth Semester

Course-wise Syllabus with Teaching Schedules

Semester	: IV	
Course No.	: MDC-242	Credit Hrs. : 3(2+1)
Course Title	: Entrepreneurship Development and Business Management	
Gradual Common Course across B.Sc. (Hons.) Agriculture, B.Tech. (Agricultural Engineering), B.Tech. (Food Technology) and B.Sc. (Hons.) Agri. Business Management		

SYLLABUS

- Objectives :** (i) To provide student an insight into the concept and scope of entrepreneurship,
(ii) To expose the student to various aspects of establishment and management of a small business unit,
(iii) To enable the student to develop financially viable agribusiness proposal.

THEORY

Development of entrepreneurship, motivational factors, social factors, environmental factors, characteristics of entrepreneurs, entrepreneurial attributes/ competencies. Concept, need for and importance of entrepreneurial development. Evolution of entrepreneurship, objectives of entrepreneurial activities, types of entrepreneurs, functions of entrepreneurs, importance of entrepreneurial development and process of entrepreneurship development. 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. Infrastructure and support systems- good policies, schemes for entrepreneurship development; role of financial institutions and other agencies in entrepreneurship development. Steps involved in functioning of an enterprise. Selection of the products/ services, selection of form of ownership; registration, selection of site, capital sources, acquisition of manufacturing know how, packaging and distribution. Planning of an enterprise, project identification, selection, and formulation of project; project report preparation, Enterprise Management. Production management– product, levels of products, product mix, quality control, cost of production, production controls, Material management. Production management– raw material costing, inventory control. Personal management– manpower planning, labour turn over, wages/ salaries. 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. Marketing management- market, types, marketing assistance, market strategies. Crisis management- raw material, production, leadership, market, finance, natural etc.

PRACTICAL

Visit to small scale industries/agro-industries. Interaction with successful Entrepreneurs/ Agric-entrepreneurs. Visit to financial institutions and support agencies. Preparation of project proposal for funding by different agencies.

TEACHING SCHEDULE

THEORY [MDC-242]

Lecture No.	Topic	Sub-topics/ Key Points	Weightage (%)
1	Introduction to Entrepreneurship	Meaning and Definitions of an Entrepreneur, Entrepreneurship; Concept & Scope of Entrepreneurship	6
2	Importance of Entrepreneurship	Importance of Entrepreneurship in Agribusiness	
3	Entrepreneurship Development	Need for and objectives of Entrepreneurial development	4
4	Motivational Factors	Types of motivational factors, Role of social and environmental factors in entrepreneurship	4
5	Characteristics of Entrepreneurs	Characteristics, Entrepreneurial attributes and Competencies	4
6	Types of Entrepreneurs	Various types and their significance	4
7	Functions of Entrepreneurs	Key roles and Responsibilities	2
8	Evolution of Entrepreneurship	Historical perspective and Growth	3
9	Process of Entrepreneurship Development	Stages and Approaches in developing entrepreneurship	4
10	Environmental Scanning	Need for scanning, Techniques	2
11	Opportunity Identification	Spotting and Analyzing opportunities	2
12	Infrastructure and Support Systems	Policies, Schemes and Role of financial and other agencies in entrepreneurship development	4
13	Enterprise Functioning Steps	Steps to establish an Enterprise	4
14	Selection of Products/Services	Choosing products, Services and Business forms	3
15	Enterprise Location and Capital Sources	Registration, Site selection, Capital sources/ Acquisition	3

Continued....

16	Manufacturing and Distribution	Acquiring manufacturing know-how, Packaging and Distribution essentials	3
17	Planning of an Enterprise	Short term and Long-term planning of an Enterprise	3
18 - 19	Project Formulation	Project identification, Selection, Steps in project formulation and Report preparation, etc.	8
20	Enterprise Management	Basics and Importance of managing an Enterprise	3
21	Production Management	Product types, Levels of products, Product mix, Quality control, Cost of production, Production control	4
22	Material Management	Raw material costing and Inventory control strategies	4
23	Personnel Management/ Human Resource Management	Manpower planning, Labour turnover, Wages/ Salaries	4
24	Financial Management	Funds, Fixed and Working capital, Costing, Pricing, Book-keeping basics	4
25 - 26	Accounting and Taxation	Journals, Ledgers, Subsidiary books, Annual financial statements, Taxation basics	4
27	Marketing Management	Market, Types of markets, Marketing assistance	4
28 - 29	Market Strategies and Pricing	Marketing strategies, Pricing strategies and Market penetration	4
30	Crisis Management	Crisis types, Strategies for managing raw material, etc.	2
31	Leadership in Crisis Situations	Role of leadership in handling crises	2
32	Financial Crises and Solutions	Strategies for financial crisis management	2
Total =			100

TEACHING SCHEDULE

PRACTICAL [MDC-242]

Exercise No.	Exercise Title
1	Visit to Small-Scale Industries/ Agro-Industries. (Objective: To understand setup and operations of small-scale units)
2	Interaction with Successful Entrepreneurs. (Objective: To gain insights from real-life entrepreneurial experiences)
3	Case Study on Agro-Entrepreneurs. (Objective: To analyze successful agribusiness ventures)
4	Visit to Financial Institutions. (Objective: To learn about funding options and financial support)
5	Identification of Agribusiness Ideas. (Objective: To identify viable agribusiness ideas based on demand)
6	Analyzing Project Proposals. (Objective: To study structure and elements of project proposals)
7	Preparing a Project Proposal. (Objective: To develop a basic proposal for an agribusiness venture)
8	Project Report Writing Techniques. (Objective: To practice format and structure for project reports)
9	Marketing Strategies Case Study. (Objective: To analyze effective marketing strategies in agribusiness)
10	Production and Cost Control Analysis (Objective: To study basic cost control measures in production)
11	Inventory Control Simulation (Objective: To apply inventory management methods in a hypothetical setup)
12	Basic Bookkeeping (Objective: To practice fundamental bookkeeping for small businesses)
13	Market Research Techniques (Objective: To use surveys and questionnaires for market insights)
14	Project Proposal Presentation (Objective: To present project ideas for feedback)
15	Review of Project Proposal (Objective: To refine project proposals based on feedback)
16	Final Evaluation of Proposals (Objective: To assess and finalize projects)

Suggested Readings [MDC-242]:

1. Charantimath P.M. 2009. Entrepreneurship Development and Small Business Enterprises. Pearson Publications, New Delhi.
 2. Desai V. 2015. Entrepreneurship: Development and Management, Himalaya Publishing House.
 3. Desai V. 1997. Small Scale Industries and Entrepreneurship. Himalaya Publ. House, Mumbai.
 4. Gupta C.B. 2001. Management Theory and Practice. Sultan Chand and Sons, New Delhi.
 5. Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Public Academy, Udaipur.
 6. Khanka S.S. 1999. Entrepreneurial Development. S. Chand and Co., New Delhi.
 7. Mehra P. 2016. Business Communication for Managers. Pearson India, New Delhi.
 8. Pandey M. and Tewari D. 2010. The Agribusiness Book. IBDC Publishers, Lucknow.
 9. Singh D. 1995. Effective Managerial Leadership. Deep and Deep Publ., New Delhi.
 10. Singhal R.K. 2013. Entrepreneurship Development and Management, Katson Books.
 11. Tripathi P.C. and Reddy P.N. 1991. Principles of Management. Tata McGraw Hill, New Delhi.
-