

B.Tech. (Agricultural Engineering): Fourth Semester

Course-wise Syllabus with Teaching Schedules

| | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------------------------------------------|
| Semester | : | IV |
| Course No. | : | MDC-242 |
| Course Title | : | Entrepreneurship Development and Business Management |
| Gradial 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....

MDC-242...

| | | | |
|----------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------|
| 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.
