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AGEXT 311 Entrepreneurship Development and Business Communication 2(1+1)

Theory

Part – I

Concept of Entrepreneur, Entrepreneurship Development: Concept and Meaning. Characteristics of entrepreneurs; SWOT Analysis & achievement motivation, Government policy and programs and institutions for entrepreneurship development, Impact of economic reforms on Agribusiness/ Agri-enterprises, Entrepreneurial Development Process; Business Leadership

Skills;

Part – II

Developing organizational skill (controlling, supervising, problem solving, monitoring & evaluation), Developing Managerial skills, Business Leadership Skills (Communication, direction and motivation Skills), Problem solving skill, Supply chain management and Total quality management, Project Planning Formulation and report preparation; Financing of enterprise, Opportunities for agri-entrepreneurship and rural enterprise.

Practical

Assessing entrepreneurial traits, Practice on SWOT analysis, Practicing problem solving skills, managerial skills and achievement motivation, exercise in creativity, time audit through planning, monitoring and supervision, identification and selection of business idea, preparation of business plan and proposal writing, visit to entrepreneurship development institute and interaction with entrepreneurs.

Lecture Schedule:Theory

S.N.	Topic	No.of Lectures
1.	Concept of Entrepreneur, Entrepreneurship Development	1
2.	Concept and Meaning	1
3.	Characteristics of entrepreneurs	1
4.	SWOT Analysis & achievement motivation	1
5.	Government policy and programs and institutions for entrepreneurship development	2
6.	Impact of economic reforms on Agribusiness/ Agri-enterprises	1
7.	Entrepreneurial Development Process; Business Leadership Skills	1

8.	Developing organizational skill (controlling, supervising, problem solving, monitoring & evaluation)	2
9.	Developing Managerial skills, Business Leadership Skills (Communication, direction and motivation Skills)	2
10.	Problem solving skill, Supply chain management and Total quality management	2
11.	Project Planning Formulation and report preparation	1
12.	Financing of enterprise, Opportunities for agri-entrepreneurship and	1

Lecture Schedule:Practical

S.N.	Topic	No.of Lectures
1.	Assessing entrepreneurial traits	2
2.	Practice on SWOT analysis	2
3.	Practicing problem solving skills, managerial skills and achievement motivation	3
4.	Exercise in creativity, time audit through planning, monitoring and supervision	2
5.	Identification and selection of business idea	2
6.	Preparation of business plan and proposal writing	2
7.	Visit to entrepreneurship development institute and interaction with entrepreneurs	3

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