

Entrepreneurship Development and Business Management 3(2+1)

Theory-

Entrepreneurship, management – Management functions – planning- Organizing - Directing – motivation – ordering – leading – supervision-Communication and control – Capital – Financial management – importance of financial statements – balance sheet – profit and loss statement, Analysis of financial statements – liquidity ratios – leverage ratios, Coverage ratios – turnover ratios – profitability ratios, Agro-based industries – Project – project cycle – Project appraisal and evaluation techniques – undiscounted measures – payback period – proceeds per rupee of outlay, Discounted measures – Net Present Value (NPV) – Benefit-Cost Ratio (BCR) – Internal Rate of Return (IRR) – Net benefit investment ratio (N / K ratio) – sensitivity analysis-Importance of agribusiness in Indian economy International trade-WTO agreements – Provisions related to agreements in agricultural and food commodities. Agreements on agriculture (AOA) – Domestic supply, market access, export subsidies agreements on sanitary and phytosanitary (SPS) measures, Trade related intellectual property rights (TRIPS). Development (ED): Concept of entrepreneur and entrepreneurship Assessing overall business environment in Indian economy– Entrepreneurial and managerial characteristics- Entrepreneurship development Programmes (EDP)- Generation incubation and commercialization of ideas and innovations- Motivation and entrepreneurship development- Globalization and the emerging business entrepreneurial environment- Managing an enterprise: Importance of planning, budgeting, monitoring evaluation and follow-up managing competition. Role of ED in economic development of a country- Overview of Indian social, political systems and their implications for decision making by individual entrepreneurs- Economic system and its implications for decision making by individual entrepreneurs- Social responsibility of business. Morals and ethics in enterprise management- SWOT analysis- Government schemes and incentives for promotion of entrepreneurship. Government policy on small and medium enterprises (SMEs)/SSIs/MSME sectors- Venture capital (VC), contract farming (CF) and joint ventures (JV), public-private partnerships (PPP)- Overview of agricultural engineering industry, characteristics of Indian farm machinery industry.

Practical-

Preparation of business – Strengths Weaknesses Opportunities and Threats (SWOT) analysis, Analysis of financial statements (Balance Sheet, Profit loss statement). Compounding and discounting, Break-even analysis Visit to agro-based industries – I, Visit to agro-based industries – II Study of Agro-industries Development Corporation , Ratio analysis – I, Ratio analysis – II, Application of project appraisal technique – I(Undiscounted measures), Application of project appraisal technique – II(Discounted Measures), Formulation of project feasibility reports – Farm Machinery Project proposals as entrepreneur – individual and group - Presentation of project proposals in the class.

Suggested Readings-

- Harsh, S.B., Conner, U.J. and Schwab, G.D. 1981. Management of the Farm Business. Prentice Hall Inc., New Jersey.
- Joseph, L. Massie. 1995. Essentials of Management. Prentice Hall of India Pvt. Ltd., New Delhi.
- Omri Rawlins, N. 1980. Introduction to Agribusiness. Prentice Hall Inc., New Jersey
- Gittenger Price, J. 1989. Economic Analysis of Agricultural Projects. John Hopkins University, Press, London.
- Thomas W Zimmer and Norman M Scarborough. 1996. Entrepreneurship. Prentice-Hall, New Jersey.
- Mark J Dollinger. 1999. Entrepreneurship Strategies and Resources. Prentice-Hall, Upper Saddal Rover, New Jersey.
- Khanka S S. 1999. Entrepreneurial Development. S. Chand and Co. New Delhi.