

AGRI 222 ENTREPRENEURSHIP STUDIES AND BUSINESS COMMUNICATION 2 (2+0)

UNIT I

Concept of Entrepreneur, Entrepreneurship Development, Characteristics of entrepreneurs. SWOT Analysis & achievement motivation. Government policy and programs and institutions for entrepreneurship development

UNIT II

Role of economic reforms *viz.* Agri-clinics, Agribusiness/Agri-enterprises, Entrepreneurial Development. Business Leadership Skills; 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.

UNIT III

Project Planning Formulation and report preparation; Financing of enterprise, Opportunities for agri-entrepreneurship and rural enterprise. Extension administration: meaning and concept, principles and functions.