

AGRI 211 Entrepreneurship Studies and Business Communication Credit hours (2+1=3)

Theory

Concept of Entrepreneur, Entrepreneurship Development, Characteristics of entrepreneurs. SWOT Analysis & achievement motivation. Government policy and programs and institutions for entrepreneurship development. 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. Project Planning Formulation and report preparation; Financing of enterprise, Opportunities for agri-entrepreneurship and rural enterprise. Extension administration: meaning and concept, principles and functions.

Practical

Assessing entrepreneurial traits of entrepreneur. Exercise on problem solving skills. Exercise on managerial skills. Exercise on achievement motivation. Collection of traditional wisdom in agricultural field. Time audit through planning, monitoring and supervision (PERT). Identification and selection of business idea. Preparation of business plan and proposal writing. Exposure to entrepreneurship development institution (GDI, Gandhinagar) and Successful entrepreneurs (Input Dealers/Bio-pesticide/Vermi-compost). Exposure of NABARD, GFSC etc.