

ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MANAGEMENT			
Course Code	21AG61	CIE Marks	50
Teaching Hours/Week (L:T:P: S)	(3:0:0:0)	SEE Marks	50
Total Hours of Pedagogy	40	Total Marks	100
Credits	03	Exam Hours	03
Course Objectives: <ul style="list-style-type: none">To familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development.To develop and strengthen entrepreneur qualities of students and understand the need for entrepreneur discipline.To equip students capable of analysing the environmental set up relating to small industry & small business and make them understand the procedure of small scale industries.To develop wide vision about the business and to inculcate in the minds of students the passion for honesty and integrity			
Teaching-Learning Process (General Instructions) <p>These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.</p> <ol style="list-style-type: none">Adopt different types of teaching methods to develop the outcomes through PowerPoint presentations and Video demonstrations or Simulations.Chalk and Talk method for Problem Solving.Arrange visits to show the live working models other than laboratory topics.Adopt collaborative (Group Learning) Learning in the class.Adopt Problem Based Learning (PBL), which fosters students Analytical skills and develops thinking skills such as evaluating, generalizing, and analyzing information.			
Module-1			
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, Economic principles in management decisions. 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)			
Teaching-Learning Process	<ol style="list-style-type: none">PowerPoint PresentationChalk and Talk are used for Problem Solving (In-general)Video demonstration or SimulationsLaboratory Demonstrations and Practical Experiments		
Module-2			
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 phyto-sanitary (SPS) measures, Trade related intellectual property rights (TRIPS). Marketing in business management. Development (ED): Concept of entrepreneur and entrepreneurship assessing overall business environment in Indian economy			
Teaching-Learning Process	<ol style="list-style-type: none">PowerPoint PresentationChalk and Talk are used for Problem Solving (In-general)Video demonstration or SimulationsLaboratory Demonstrations and Practical Experiments		
Module-3			
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.	
Teaching-Learning Process	<ol style="list-style-type: none"> 1. PowerPoint Presentation 2. Chalk and Talk are used for Problem Solving (In-general) 3. Video demonstration or Simulations 4. Laboratory Demonstrations and Practical Experiments
Module-4	
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.	
Teaching-Learning Process	<ol style="list-style-type: none"> 1. PowerPoint Presentation 2. Chalk and Talk are used for Problem Solving (In-general) 3. Video demonstration or Simulations 4. Laboratory Demonstrations and Practical Experiments
Module-5	
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.	
Teaching-Learning Process	<ol style="list-style-type: none"> 1. PowerPoint Presentation 2. Chalk and Talk are used for Problem Solving (In-general) 3. Video demonstration or Simulations 4. Laboratory Demonstrations and Practical Experiments
Course outcome (Course Skill Set) At the end of the course the student will be able to : <ol style="list-style-type: none"> 1. To understand processes involved in entrepreneurship and business formation and development. 2. To understand the need for entrepreneur discipline. 3. To analyse environmental set up relating to small industry & small business and make them understand the procedure of small scale industries. 4. To develop wide vision about the business. 	

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 40% of the maximum marks (20 marks out of 50). A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course if the student secures not less than 35% (18 Marks out of 50) in the semester-end examination(SEE), and a minimum of 40% (40 marks out of 100) in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together

Continuous Internal Evaluation:

Three Unit Tests each of 20 Marks (duration 01 hour)

1. First test at the end of 5th week of the semester
2. Second test at the end of the 10th week of the semester
3. Third test at the end of the 15th week of the semester

Two assignments each of 10 Marks

1. First assignment at the end of 4th week of the semester
2. Second assignment at the end of 9th week of the semester

Group discussion/Seminar/quiz any one of three suitably planned to attain the COs and POs for 20 Marks (duration 01 hours)

3. At the end of the 13th week of the semester

The sum of three tests, two assignments, and quiz/seminar/group discussion will be out of 100 marks and will be scaled down to 50 marks

(to have less stressed CIE, the portion of the syllabus should not be common /repeated for any of the methods of the CIE. Each method of CIE should have a different syllabus portion of the course).

CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examination:

Theory SEE will be conducted by University as per the scheduled timetable, with common question papers for the subject (duration 03 hours)

1. The question paper will have ten questions. Each question is set for 20 marks.
2. There will be 2 questions from each module. Each of the two questions under a module (with a maximum of 3 sub-questions), **should have a mix of topics** under that module.

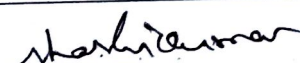
The students have to answer 5 full questions, selecting one full question from each module

Suggested Learning Resources:**Books**

1. Gittenger Price, J. 1989. Economic Analysis of Agricultural Projects. John Hopkins University, Press, London.
2. Harsh, S.B., Conner, U.J. and Schwab, G.D. 1981. Management of the Farm Business. Prentice Hall Inc., New Jersey.
3. Joseph, L. Massie. 1995. Essentials of Management. Prentice Hall of India Pvt. Ltd., New Delhi.
4. Khanka S S. 1999. Entrepreneurial Development. S. Chand and Co. New Delhi.
5. Mark J Dollinger. 1999. Entrepreneurship Strategies and Resources. Prentice-Hall, Upper Saddal, Rover, New Jersey.
6. Mohanty S K. 2007. Fundamentals of Entrepreneurship. Prentice Hall India Ltd., New Delhi.
7. Omri Rawlins, N. 1980. Introduction to Agribusiness. Prentice Hall Inc., New Jersey
8. Thomas W Zimmer and Norman M Scarborough. 1996. Entrepreneurship. Prentice-Hall, New Jersey.

Web links and Video Lectures (e-Resources):**Activity Based Learning (Suggested Activities in Class)/ Practical Based learning**

- Quizzes
- Assignments
- Seminars
- Mini Projects


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