

GANPAT UNIVERSITY									
FACULTY OF AGRICULTURE, ALLIED SCIENCES & TECHNOLOGY									
Programme		B.Sc. (Hons)				Branch/Spec.		Agriculture	
Semester		III				Version		1.1.1.0	
Effective from Academic Year			2026-27		Effective for the batch Admitted in			July 2025	
Subject code		IIIA02EDB		Subject Name		Entrepreneurship Development and Business Communication			
Teaching scheme						Examination scheme (Marks)			
(Per week)		Lecture (DT)		Practical (Lab)		Total		Total	
		L	TU	P	TW			CE	SEE
Credit		2	0	1	-	3	Theory	40	40
Hours		2	0	2	-	4	Practical	20	0
Pre-requisites									
Not Applicable									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	To study the business environment in order to identify business opportunities with Identify the elements of success of entrepreneurial ventures.								
CO2	To get the skill of legal and financial conditions for starting a business venture and evaluate the effectiveness of different entrepreneurial strategies.								
CO3	To learn the basic performance indicators of entrepreneurial activity.								
CO4	To understand the importance of marketing and management in small businesses, Interpret their own business plan.								
Theory Syllabus									
Unit	Content								Hrs
1	Development of entrepreneurship, motivational factors, social factors, environmental factors, characteristics of entrepreneurs, entrepreneurial attributes/competencies. Concept, need for and importance of entrepreneurial development. Evolution of entrepreneurship, objectives of entrepreneurial activities, types of entrepreneurs, functions of entrepreneurs, importance of entrepreneurial development, and process of entrepreneurship development.								6
2	Environment scanning and opportunity identification needed for scanning: spotting of opportunity, scanning of environment identification of product / service: starting a project; factors influencing sensing the opportunities. Infrastructure and support systems: good policies, schemes for entrepreneurship development; role of financial institutions, and other agencies in entrepreneurship development.								8
3	Steps involved in functioning of an enterprise. Selection of the product / services, selection of form of ownership; registration, selection of site, capital sources, acquisition of manufacturing know-how, packaging and distribution. Planning of an enterprise, project identification, selection, and formulation of project; project report preparation, Enterprise Management. Production management: product, levels of products, product mix, quality control, cost of production, production controls, Material management. Production management: raw material costing, inventory control.								8
4	Personal management: manpower planning, labour turn over, wages / salaries. Financial management /accounting: funds, fixed capital and working capital, costing and pricing, long term planning and short-term planning, book keeping, journal, ledger, subsidiary books, annual financial statement, taxation. Marketing management: market, types, marketing assistance, market strategies. Crisis management: raw material, production, leadership, market, finance, natural etc.								8
Practical Content-									

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work
CE= Continuous Evaluation, SEE= Semester End Examination

1. Visit to small scale industries/agro-industries,
2. Interaction with successful entrepreneurs/ agricultrepreneurs.
3. Visit to financial institutions and support agencies.
4. Preparation of project proposals for funding by different agencies.

Reference book

1. Charantimath, P.M. 2009, Entrepreneurship Development and Small Business Enterprises. Pearson Publications, New Delhi.
2. Desai, V. 2015, Entrepreneurship: Development and Management, Himalaya Publishing House.
3. Gupta, C.B. 2001. Management Theory and Practice. Sultan Chand & Sons.
4. Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Public Academy.
5. Khanka, S.S. 1999. Entrepreneurial Development. S. Chand & Co.
6. Mehra, P. 2016, Business Communication for Managers. Pearson India, New Delhi.
7. Pandey, M. and Tewari, D. 2010, The Agribusiness Book. IBDC Publishers, Lucknow.
8. Singh, D. 1995. Effective Managerial Leadership. Deep & Deep Publ.
9. Singhal, R.K. 2013, Entrepreneurship Development & Management, Katson Books.
10. Tripathi, P.C. and Reddy, P.N. 1991. Principles of Management. Tata McGraw Hill.

Mapping of CO with PO and PSO:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	2	2	3	3	2	2	1	3	3	3
CO2	1	1	1	3	3	3	1	1	1	3	3	3
CO3	1	1	1	2	3	3	1	1	1	3	3	3
CO4	1	1	1	2	3	2	1	1	1	3	3	3

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