

AEX-311: Entrepreneurship Development and Business Communication

Unit- I

Concept of Entrepreneur, Entrepreneurship Development, Characteristics of entrepreneurs; SWOT Analysis & achievement motivation, Government policy and programs and institutions for entrepreneurship development, Impact of economic reforms on Agribusiness/ Agri-enterprises,

Unit- II

Entrepreneurial Development Process; 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.