
Course code- BFST105 (Open Elective-1)
Entrepreneurship Development
(CREDITS: THEORY-2, PRACTICAL-2)

THEORY

Objectives

- Entrepreneurship: Importance and growth, characteristics and qualities of entrepreneur, role of entrepreneurship, ethics and social responsibilities.
- Entrepreneurship development Assessing overall business environment in the Indian economy
- Growth of firm, project identification and selection, factors inducing growth
- Project feasibility study: Post planning of project, project planning and control
- Corporate entrepreneurship: Role, mobility of entrepreneur

CONTENTS

UNIT I: ENTREPRENEURIAL DEVELOPMENT (10 lectures)

- Case studies of successful entrepreneurs
- Exercises on ways of sensing opportunities – sources of idea, creating efforts, SWOT Analysis
- Entrepreneurial skill assessment test
- Techniques of development of entrepreneurial skills, positive self image and locus of control

UNIT II: FOOD BUSINESS MANAGEMENT (14 lectures)

- Case studies of Food Processing Business and its aspects
- Business opportunity Identification and Assessment techniques
- Business Idea Generation and evaluation exercise
- Market Assessment study Analysis of competitive situation
- SWOT Analysis for business and for competitors
- Preparation of business plan
- Preparation of project report
- Methods of Arrangement of inputs – finance and material

Recommended Readings

1. Vasant Desai (2012) Fundamentals of Entrepreneurship and Small Business Management, Himalya Publishing House Pvt. Ltd., Mumbai
2. Vasant Desai (2011) The Dynamics of Entrepreneurial Development and Management, Himalya Publishing House Pvt. Ltd., Mumbai
3. D. David and S Erickson (1987) Principles of Agri Business Management ,McGraw Hill Book Co., NewDelhi.
4. Acharya S S and Agarwal N L (1987) Agricultural Marketing in India, Oxford & ISH Publishing Co., NewDelhi.
5. David H. Holt (2002) Entrepreneurship – Anew Venture Creation, Prentice Hall of India, NewDelhi.
6. PhillKottler (1994) Marketing Management, Prentice Hall of India Private Limited, NewDelhi.
7. Chandra, Prasanna (1996) Projects, Planning, Analysis, Selection, Implementation and Review, Tata McGraw-Hill Publishing Company Limited, NewDelhi.