



NAME OF FACULTY: Jyoti Vishwakarma

TEACHING PLAN: Entrepreneurship Development and Business Communication

SCHOOL: (SOAS) SCHOOL OF AGRICULTURAL SCIENCES		ACADEMIC SESSION: 2023-24		FOR STUDENTS' BATCH: 2021-2025	
1	Course No.	AEX-T-301			
2	Course Title	Entrepreneurship Development and Business Communication			
3	Credits	2			
4	Learning Hours		Contact Hours	72	
			Assessment	9	
			Guided Study	12	
			Total hours	93	
5	Course Objective	<div>1. To familiarize the students, and make them understand with key concepts and processes in entrepreneurship and business communication.</div> <div>2. To provide context to the processes in the form of differences between small and large firms, and the economic environment.</div> <div>3. To introduce key debates around entrepreneurship and small businesses.</div> <div>4. To impart knowledge on different extension methods and approaches used for transfer of agricultural technology.</div> <div>5. To impart skills required for entrepreneurship development among the students for self-employment.</div>			
6	Course Outcomes	<div>1. Development of entrepreneurial competencies among students.</div> <div>2. Students may learn about the principles to develop an Enterprise or any business unit.</div> <div>3. Understanding of the key risks and the most effective processes in bringing different types of products or services to market.</div> <div>4. Understanding different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process.</div> <div>5. Understanding the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork.</div>			
7	Outline syllabus:				
7.01	Paper Code	Unit	Introduction	Page Numbers	Lectures
7.02	AEC-T-301	Unit I	1.Concept of Entrepreneur, 2.Entrepreneurship Development, 3.Characteristics of entrepreneurs	1-22	1 to 10
7.03		Unit II	1.Assessment of entrepreneurship skills, 2.SWOT Analysis & achievement motivation, 3.Entrepreneurial behavior,	104-137	11 to 18

			4.Government policy and programs and institutions for entrepreneurship development, 5.Entrepreneurial Development Process		
7.04		Unit III	1.Business Leadership Skills; 2.Communication skills for entrepreneurship development, 3.Developing organizational skill 4.Developing Managerial skills, 5.Problem solving skill	119-136	19 to 25
7.05		Unit IV	1.Supply chain management and Total quality management, 2.Project Planning Formulation and report preparation; 3.Opportunities for entrepreneurship and rural entrepreneurship.	155-168	26 to 32
8	Course Evaluation				
8.1	CA: 10%				
8.11	Attendance	25%			
8.12	Homework	2 Assignments-50%			
8.13	Quizzes	2 Quizzes-25%			
8.14	Projects				
8.15	Presentation				
8.16	Any other	Practical examination-30%			
8.2	MTE	10%			
8.3	End-term examination: 50%				
9	Text Books & References				
9.1	Text book	1. Sangram K. Mohanty. 2005. Fundamentals of Entrepreneurship. PHI Learning, New Delhi.			
9.2	References	1. Khanka, S.s. 1999. Entrepreneurship Development. S.Chand and Co., New Delhi 2.Sagar Mondal and Ray, G.L. 2003. Text Book of Entrepreneurship and Rural Development. Kalyani Publishers, Ludhiana			
	Video References	1. https://www.youtube.com/watch?v=f76wtylyEFk 2. https://www.youtube.com/watch?v=lr4yb4OTvts 3. https://www.youtube.com/watch?v=gVZPO4I269g 4. https://www.youtube.com/watch?v=bBydFrDNugI&t=3s 5. https://www.youtube.com/watch?v=lyHCX_zgbyw			

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (1)	✓	✓			
Paper Code. Unit I (2)	✓	✓			
Paper Code. Unit I (3)	✓	✓			
Paper Code. Unit II(1)			✓		
Paper Code. Unit II(2)			✓		
Paper Code. Unit II(3)			✓		
Paper Code. Unit II(4)			✓		
Paper Code. Unit II(5)			✓		

Paper Code. Unit III(1)				✓	
Paper Code. Unit III(2)				✓	
Paper Code. Unit III(3)				✓	
Paper Code. Unit III(4)				✓	
Paper Code. Unit III(5)				✓	
Paper Code. Unit IV(1)					✓
Paper Code. Unit IV(2)					✓
Paper Code. Unit IV(3)					✓

Question Bank

UNIT-I

1. An individual who initiates, creates and manages a new business can be called _____.
 - a. A leader
 - b. A manager
 - c. An entrepreneur
 - d. A professional
2. Which could provide an individual with the motivation to start a new business venture?
 - a. The financial rewards.
 - b. A desire to be independent.
 - c. Risk-taking
 - d. All the above.
3. A business arrangement where one party allows another party to use a business name and sell its products or services is known as _____.
 - a. A cooperative.
 - b. A franchise.
 - c. An owner-manager business.
 - d. A limited company.
4. Entrepreneurs are motivated by _____.
 - a. money.
 - b. personal values.
 - c. pull influences.
 - d. All the above.
5. Which of these statements best describes the context for entrepreneurship?
 - a. Entrepreneurship takes place in small businesses.
 - b. Entrepreneurship takes place in large businesses.
 - c. Entrepreneurship takes place in a wide variety of contexts.
 - d. Entrepreneurship does not take place in social enterprises.

B. Define the terms

1. Entrepreneur
2. Entrepreneurship
3. Rural entrepreneurship
4. Agripreneurship
5. Manager

C. Write short notes on following heads-

1. Characteristics of successful entrepreneurs.
2. Characteristics of Manager
3. Appreciate the need for and importance of rural entrepreneurship in India.
4. 'Entrepreneurs are made not born'
5. Development of entrepreneurship

D. Descriptive Questions

1. Distinguish between entrepreneur and entrepreneurship.
2. 'Entrepreneurship is a process of giving birth to an enterprise'. Discuss.
3. In the Indian context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country.
4. 'Entrepreneur and entrepreneurship are catalysts in the process of economic development of a country'. Explain.
5. Write a note on the role of NGOs in Rural Entrepreneurship.

UNIT-II

A. Objective questions

1. Which industrial sector tends to naturally promote small-scale businesses and entrepreneurship, and generally has lower barriers to market entry?
 - a. Service.
 - b. Manufacturing.
 - c. Distribution.
 - d. Agriculture.
2. Why are small businesses important to a country's economy?
 - a. They give an outlet for entrepreneurs.
 - b. They can provide specialist support to larger companies.
 - c. They can be innovators of new products.
 - d. All the above.
3. Which of the following is the reason for business failure _____.
 - a. Lack of market research.
 - b. Poor financial control.
 - c. Poor management.
 - d. All the above.
4. The use of informal networks by entrepreneurs to gather information is known as _____.
 - a. Secondary research.
 - b. Entrepreneurial networking.
 - c. Informal parameters.
 - d. Marketing
5. Good sources of information for an entrepreneur about competitors can be obtained from _____.
 - a. Websites.
 - b. Product information leaflets.
 - c. Company reports and published accounts.
 - d. All the above.

B. Define the terms

1. Entrepreneurship skills
2. SWOT Analysis
3. Achievement motivation
4. Entrepreneurial behavior
5. Entrepreneurial Development Process

C. Write short notes on following heads-

1. Entrepreneurial motivation
2. Entrepreneurial competency
3. Small scale industry
4. Characteristics of small scale industry
5. Necessity of entrepreneurial motivation for successful entrepreneurship

D. Descriptive Questions

1. Give an account of the Government policy measures taken over the period for developing rural entrepreneurship.
2. What factors do influence the emergence and development of entrepreneurship?
3. Explain how non-economic factors help in developing entrepreneurship?
4. What are the factors that motivate people to go into business?
5. How would you use SWOT analysis to identify and select a project for small-scale industry?

UNIT-III

A. Objective questions

1. Which of the following are described as one of the Big Five personality traits?
 - a. tolerance of others.
 - b. need for achievement.
 - c. propensity to leadership.
 - d. locus of control.
2. Which of the following is least likely to influence the timing of new business births?
 - a. Government policies.
 - b. Profitability.
 - c. Consumer expenditure.
 - d. Weather conditions.
3. The purpose of all good small business strategy is_____.
 - a. to increase turnover.
 - b. to increase profitability.
 - c. to achieve competitive advantage.
 - d. to achieve stated objectives.
4. Which of the following is a recognized disadvantage of setting up as a start-up as compared with other routes to market entry?
 - a. less satisfaction of the owners.
 - b. less help from various agencies.
 - c. there are more funds required.
 - d. there is a high failure rate.

5. Someone legally appointed to resolve the financial difficulties of an insolvent firm is called_____.
- a. an administrator.
 - b. a predator.
 - c. an auditor.
 - d. a turnaround consultant.

B. Define the terms

1. Leadership Skills
2. Communication skills
3. Organizational skill
4. Managerial skills
5. Problem Solving skills

C. Write short notes on following heads-

1. Capital
2. Labour
3. Need Achievement
4. Withdrawal of status respect
5. Social Mobility.

D. Descriptive Questions

1. Discuss the knowledge & skills of Entrepreneurs.
2. Elaborate the Concept of Entrepreneurial Personality with examples.
3. Discuss about the problem solving process and its steps.
4. Elaborate the purpose of communication and types of communication skills.
5. Explain types of leadership styles with examples.

UNIT-IV

A. Objective questions

1. A new venture's business plan is important because _____.
 - a. It helps to persuade others to commit funding to the venture.
 - b. Can help demonstrate the viability of the venture.
 - c. Provides a guide for business activities by defining objectives.
 - d. All the above.
2. Entrepreneurial Guidance Bureau (EGB) was set up by_____.
 - a. SISI.
 - b. SIPCOT.
 - c. IIC.
 - d. SIDCO
3. PERT stands for _____.
 - a. Programme Evaluation and Research Techniques.
 - b. Project Evaluation and Review Techniques.
 - c. Programme Evaluation and Review Techniques.
 - d. Project Evaluation and Research Techniques.
4. _____ is used to accomplish the project economically in the minimum available time with

limited resources

- a. Project Scheduling.
 - b. Network Analysis.
 - c. Budget Analysis.
 - d. Critical Planning.
5. _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.
- a. Techno-economic analysis.
 - b. Feasibility analysis.
 - c. Input analysis.
 - d. Financial analysis.

B. Define the terms

1. Quality
2. Total Quality Management
3. Supply chain management
4. Project
5. Project Planning Formulation

C. Write short notes on following heads-

1. Classification of Project
2. Project identification
3. Project appraisal
4. Financial analysis of a business project
5. Techno-economic analysis

D. Descriptive Questions

1. Why is TQM needed in small enterprises?
2. 'TQM is a continuous process for continuous improvement in organizational performance'. Explain.
3. Discuss, with examples, the process involved in project identification.
4. Describe the steps involved in identification and selection of a project.
5. In your view, which criterion seems to be more rational and acceptable for classification of projects?