

## MBA479: AGRI – ENTREPRENEURSHIP

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week  Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**HOURS:40**

**UNIT I (10 hrs): Introduction to Agri-Entrepreneurship-**Definition, nature, scope and significance of Agri-Entrepreneurship, Challenges and opportunities in Agri-Entrepreneurship, Role of entrepreneurship in agriculture development, Government policies and programs to promote Agri-Entrepreneurship

**UNIT II (10 hrs): Agri-Entrepreneurship Development Process-** Identifying and evaluating agri-business opportunities, Developing a business plan for Agri-Entrepreneurship, Financing Agri-Entrepreneurship ventures, Managing risks in Agri-Entrepreneurship

**UNIT III (10 hrs): Marketing and Innovation in Agri-Entrepreneurship-** Developing an agribusiness marketing strategy, Innovative approaches to agri-business marketing, New product development and innovation in Agri-Entrepreneurship, Building and managing customer relationships in Agri-Entrepreneurship

**UNIT IV (10 hrs): Sustainability and Social Responsibility in Agri-Entrepreneurship-** Sustainability in Agri-Entrepreneurship, Sustainable agricultural practices and corporate social responsibility in Agri-Entrepreneurship

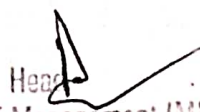
### References

1. Richard Wiswall, "The Organic Farmer's Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff - and Making a Profit", Chelsea Green Publishing, White River Junction, 2009.
2. Nekesah T. Wafullah. "Agricultural Entrepreneurship". Arcler Education Incorporated, 2018.
3. Shakti Ranjan Panigrahy and Baljeet Singh. "Agro-Entrepreneurship". Scientific Publishers, 2017.
4. Wehrich Heinz and Koontz Harold- Management: A Global and Entrepreneurial Perspective-, McGraw Hill, 13<sup>th</sup> Edition.
5. Ramakishen Y: New Perspectives in Rural & Agricultural Marketing, -: Jaico publishing 2011, 2 edition.
6. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2008.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

  
 Dean Academics  
 Faculty of Management  
 Invertis University, Bareilly (UPT)

  
 Registrar  
 Invertis University  
 Bareilly

  
 Head  
 Department of Management (MBA)  
 Faculty of Management  
 Invertis University, Bareilly