



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

## ONLINE CERTIFICATE COURSE PROMOTED BY CSC ACADEMY CENTERS

### Online Course: Entrepreneurship in Agribusiness

#### Summary

Course Type:	Certificate
Duration:	3 Months
Category:	Management
Credit Points:	4
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 <sup>th</sup> Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 1250/- (Rs. 250 Registration Fees and Rs. 1000/- Course Fees)

Admission Batch for Certification Courses	Admissions in Month	All Assessments Completion through LMS
March	1st Mar, April, 30th May	July
June	1st June, July, 30th Aug	Oct
Sept	1st Sept, Oct, 30th Nov	Jan
Dec	1st Dec, Jan, 28th Feb	April

#### Course Layout

##### Chapter 1: Basic Concepts of Entrepreneurship

Introduction about Entrepreneur - Conception of Entrepreneur - Definition of Entrepreneur - Objectives of Entrepreneur - Functions of Entrepreneur - Types of Entrepreneur - Characteristics of Entrepreneur - Entrepreneur vs Manager - Summary - Keywords - Self Assessment Questions

##### Chapter 2: Entrepreneurship Process

Introduction - Entrepreneurship conception - Entrepreneur vs Entrepreneurship - Need For Entrepreneurship Process - Myths of Entrepreneurship - Positives and Negatives of Entrepreneurship - Entrepreneurship Process - Entrepreneurship Theories - Entrepreneurship In Global scenario - Factors impacting emergence of entrepreneurship - Keywords - Summary - Self Assessment Questions

### **Chapter 3: Entrepreneurship Development Programmes**

Introduction - Entrepreneurship Development Programs - Objectives of EDPs - Indian EDP Model - Phases of EDP - Problems involved in EDPs - Criterion for evaluation of EDPs - Setting up of Entrepreneurial ideas of Enterprise - Keywords - Summary - Self Assessment Questions

### **Chapter 4: Entrepreneurship in Agriculture**

Introduction - Agripreneurship - Need for Agri-Entrepreneurship in India - Scope For Agri- Entrepreneurship - Models of Agri-Entrepreneurship - Agribusiness models associated with entrepreneurship - Practices of Agri-Entrepreneurship Models - Key-words - Summary - Self- Assessment Questions –

### **Chapter 5: Entrepreneurship & Economic Development**

Introduction of the topic - Entrepreneurial role in development of economy - Entrepreneurial activities that contributes to economic development - Entrepreneurial procedure and its inclusion in monetary turn of events - Entrepreneurship development and motivation - Management of an enterprise - Keywords - Summary - Self-Assessment Questions

### **Chapter 6: Agricultural Enterprise**

Introduction of the topic - Definition of Enterprise - Managing of an enterprise - Kinds of enterprise - Contract Farming - Public Private Partnership - Joint Venture - Key Words - Summary - Self- Assessment Questions

### **Chapter 7: Planning in Entrepreneurship**

Introduction of the topic - Planning - Significance of Budgeting - Monitoring and Evaluation of an Enterprise - Impact Assessment - Significance of Monitoring and Evaluation - Follow up – Keywords -Summary - Self-Assessment Questions

### **Chapter 8: Agro-Entrepreneurship Analysis**

Introduction of the topic - Ways of Defining Possible Competitors - Competitor information - SWOT analysis - Venture capital - Keywords - Summary - Self-Assessment Questions

### **Chapter 9: Women Entrepreneurship**

Introduction of the topic - Idea of women entrepreneurship - Problems of Women Entrepreneurship

- Recent issues involved in women entrepreneurship - Developments of women entrepreneurship - Activities taken by government for advancing ladies business enterprise - Supporting Agencies - Keywords - Summary - Self-Assessment Questions

### **Chapter 10: Government Schemes And Policies For Small And Medium Enterprise**

Introduction of the topic - Small Scale Industry Related Programmes that Promote Entrepreneurial Activities - Government Policies on Entrepreneurship - New small enterprise policy - Keywords - Summary - Self-Assessment Questions

### **Books and References**

- AgriBusiness Management and Entrepreneurship Development by Reddy M. V. Srinivasa)
- Entrepreneurship Development And Communication Skills In Agricultural Extension Education 2018 Edition by Bhise R N, CBS Publishers and Distributors

### **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments (MCQ Type) per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Assessment through LMS – (MCQ Type)
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched. Thanks for your interest in our online courses and certification. Happy Learning.