

Name of the Programme: Bachelor of Commerce (Honors)

Course Code: COM-149 Title of the Course: Introduction to Agripreneurship

Number of Credits: 03 (1T+2P)

Effective from AY: 2023-24

Pre-requisites for the Course:	Course related to Innovation and Startup should have been completed so that the basics of entrepreneurship is clear.	
Course Objectives:	Objectives of the Course are: 1. To create awareness regarding the Agripreneurial activities. 2. To familiarize learners with Agri-business Operations. 3. To acquaint learners with knowledge of specific Agri businesses.	
Content:	Unit 1: Agripreneurship – Concept, Need and Scope Need for Agripreneurship, Role of Agripreneurship in National Economy, Scope of Entrepreneurship Development in Agriculture, Types of Agripreneurship Enterprises; Areas of Entrepreneurship Development in Agriculture: Agro Produce processing units, Agro Produce manufacturing units, Agro-inputs manufacturing units, Agro service centers, Miscellaneous areas; Challenges for Agripreneurship Development in India, Problems Faced by Agripreneurs, Motivation for Agribusiness Start-Ups; General Entrepreneurial Skills for a Agripreneurs, Broader Business Areas and options of business selection around Agripreneurship	15 hours
	Unit 2: Managing Agri-business Operations (Practical) Identifying Quality Management Parameters in Agricultural Business, Designing Marketing Plan for Agribusiness, Preparing Financial Plan for Agribusiness, Evaluating Microfinance facilities in Agri Business; Identifying risks in Agribusiness, Ascertaining role of players in Agri-supply Chain, Evaluate Agricultural Information Systems, Identify Distribution Networks for Agri Sales	30 hours
	Unit 3: Specific Agri-businesses (Practical) Design business models for: Farm, Dairy Products, Poultry and Hatchery, Floriculture and Landscaping, Vegetable, Fruit Production, Organic Food Production Technology, Livestock product, Food Technology and Processing, Feed Business, Fertilizer Technology	30 hours
Pedagogy:	Lectures, Discussions, Presentations, Case Studies, Assignments, Class Activities	
Reference/ Readings:	1. Pandey, L. (2022). Introduction to Agripreneurship, Bio-Green Books 2. Mailappa, A. S., & Hazarika, B. N. (2021). Agri Startups and Agri Business. Brillion Publishing. 3. Gupta, L., Vyas, R., Sharma, S. K., Gupta S., & Kumar, A. (2022). Handbook of Agricultural Entrepreneurship. Satish Serial Publishing House. 4. Panigrahy, S. R., Kumar S., & Singh, R. (2015). Objective Agribusiness Management. Scientific Publishers. 5. Das, S. B., Khare, D., Nahatkar, S. B. R., Pahalwan, D. (2022). Agri Entrepreneurship Opportunities, Scientific Publishers.	
Course Outcomes:	After completion of this course, the learners will be able to: CO 1: Perform various agripreneurial activities. CO 2: Discuss the challenges for Agripreneurship Development in India. CO 3: Demonstrate competencies to manage Agri-business Operations. CO 4: Demonstrate competencies to manage specific Agri businesses.	