

A Textbook of Entrepreneurship Development



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Reviews

The best book i actually go through. It can be full of wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Prof. Greg Herzog)

A TEXTBOOK OF ENTREPRENEURSHIP DEVELOPMENT



Agrotech Publishing Academy, 2014. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition. Contents: Foreword. Preface. 1. Entrepreneurship. 2. Entrepreneurship development. 3. Entrepreneur. 4. Enterprise. 5. Overview of Indian social, political and economic systems and their implications for decision making by individual entrepreneurs. 6. Globalization and the emerging business/entrepreneurial environment. 7. Motivation and motivational drives. 8. Entrepreneurship development programs (EDPs). 9. SWOT analysis. 10. Generation, incubation and commercialization of business ideas. 11. Government schemes and incentives for promotion of entrepreneurship and Government policy on small and medium enterprises SMEs/SSIs. 12. Export and import policies relevant to agriculture. 13. Forms of business contract farming, public private partnership and joint venture. 14. Social responsibility and business ethics. 15. Enterprise development and human rights. References. Glossary. Entrepreneurship is the capacity and willingness to develop organize and manage a business venture along with any of its risks in order to make a profit. In economics entrepreneurship combined with land labor natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking and is an essential part of a nations ability to succeed in an ever changing and increasingly competitive global market place. The data released by the Ministry on July 18, 2011 confirm worst fears of expanding education sector not being able to deliver quality education and that there existed huge gaps in skill-sets acquisition in rural India. Every year, thousands of agriculture graduates and highly qualified youth pass out from the educational institutions, but largely they remain jobless. In order to curb the unemployment in the country, the entrepreneurship seems to be the best option. Entrepreneurship development among the youth is of prime concern. On the basis of the recommendations of fourth Deans Committee the Indian Council of Agricultural Research New Delhi has introduced a course on Communication...



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