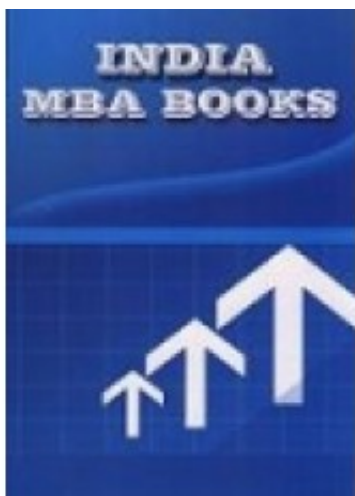


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UNIT – II

Entrepreneurial Process and Structure, Barriers to Enterprise, Sources of Innovative Opportunities, Marketing Research; Business Environment – Micro Environment, Macro Environment, Venture Feasibility – Technical, Marketing, Financial Feasibility, Starting new business or buy firms. Entrepreneurship in Agricultural Sector.

UNIT – III

Business strategy - concept - long term and short term focus; Business organization; Sources of Finance, Venture capital financing - concept, purpose and schemes, Capital Markets, Government Policies and Regulations for Agribusiness.

UNIT – IV

Business Plan – Sources of Product, Pre-Feasibility Study, Criteria for selection of product, Ownership and Capital, Growth Strategies in business – Market penetration, Market expansion, Product Expansion, Diversification, Acquisition, Steps in Product launch.