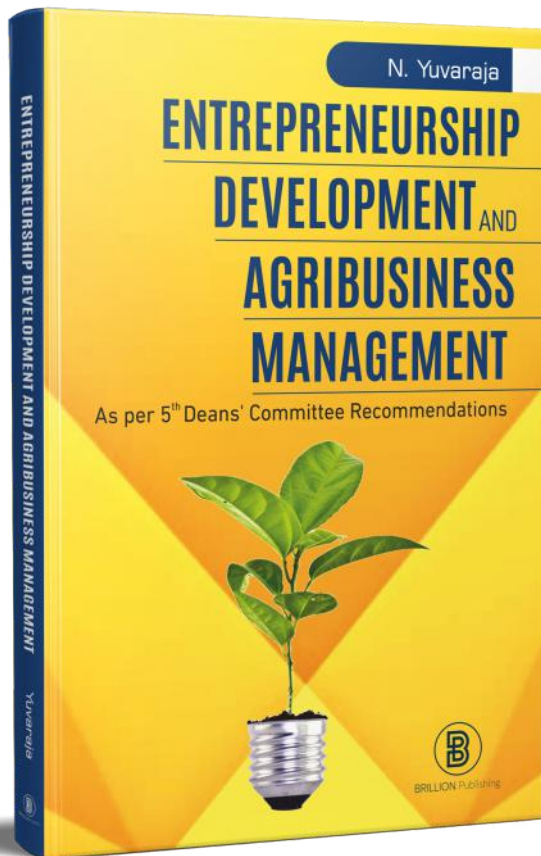




BRILLION Publishing



ISBN: 978-93-89350-34-0

 Printed Copy

Hardbound ► ₹ 2495/-

ENTREPRENEURSHIP DEVELOPMENT AND AGRIBUSINESS MANAGEMENT

(As per 5th Dean's recommendations)

Just like any other business, agriculture is also a profit making business. But in India farmers struggle to make profits, because agribusiness in India is highly unorganized and not managed like an actual business. This book will help readers to understand how an agribusiness can be conducted in an organized way (i.e., '**business like**') by adopting Management principles and functions. This book will help prepare students and managers for a successful career in this new world driven by market economy.

Features:

- Entrepreneurship/ Agriprenurship development part of the book discusses about entrepreneurial traits, tendencies, characteristics of good entrepreneur sources of innovative opportunities that a entrepreneur can grab to start a business.
- The book has been written keeping in view the requirements of the Graduate, Post graduate Students, Teachers and Research Scientists of Indian agricultural universities as per the latest updations of the 5th Deans' Committee Recommendations.
- This book is highly beneficial to students who are preparing for ICAR and state agricultural university entrance examinations (Agribusiness management).

(Contents)

- Preface
- Entrepreneur and Entrepreneurship
- Innovation
- Business Environment
- MSME, KVIC, and Incubators
- Agribusiness 75
- Evolution of Management Thought
- Management
- Planning
- Objectives
- Forms of Business Organization
- Organizing
- Delegation, Centralization and Decentralization
- Staffing
- Directing
- Motivation
- Communication
- Leadership
- Controlling
- Functional Areas of Management
- Supply Chain Management and Total Quality Management
- Marketing and Financial Management

ISBN: 978-93-89350-34-0



9 789389 350340

For e-version of the book or sample chapter for personal perusal contact:

info@brillionpublishing.com

www.brillionpublishing.com