



Communication Skills and Entrepreneurship Development

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Agrotech Publishing Academy, 2014. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition. Contents: Part - I : Communications Skills: 1.Communication. 2. Verbal Communication. 3. Non-Verbal Communication (NVC). 4. Listening. 5. Active Listening. 6. Note Taking. 7. Writing Skills. 8. Technical Writing. 9. Writing Abstract. 10. Summarizing. 11. Bibliography. 12. Precis Writing. 13. Oral Presentation Skills. 14. Reading and Comprehensive of general and technical articles. 15. Public Speaking. Part II : Entrepreneurship Development : 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.



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