

INTRODUCTION TO ENTREPRENEURSHIP ①

- Meaning of Entrepreneurship
- Definitions of Entrepreneurship
- Characteristics of entrepreneur
 - (i) Economic & dynamic activity
 - (ii) Related to innovation
 - (iii) Profit potential
 - (iv) Risk bearing

- Core Elements of Entrepreneurship
 - (i) Motivation & Commitment
 - (ii) Abilities & Skill
 - (iii) Resource
 - (iv) Strategy & Vision
 - (v) Planning & organization
 - (vi) The idea in relation to the market

- Importance of entrepreneurship
 - (i) Development of managerial capabilities
 - (ii) Creation of organization
 - (iii) Improvement of standard of living
 - (iv) Means of economic development

- Determinants of entrepreneurship:
 - (i) Entrepreneurial capabilities
 - (ii) Regulatory framework

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- (iii) Market conditions
- (iv) Access to finance
- (v) Technological development
- (vi) Interest, vision & skill
- (vii) Investment
- (viii) Organisation & delegation
- (ix) Risk and reward

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ENTREPRENEURIAL PERSPECTIVE

- Nature of entrepreneurship:
 - (i) Innovation
 - (ii) High achievement
 - (iii) Managerial skill and leadership
 - (iv) Organisation building
 - (v) Gap filling function
 - (vi) Status withdrawal
 - (vii) A function of social, political and economic structure
- Dimensions of entrepreneurship:
 1. Entrepreneurial mindset
 2. Value creation
 3. Entrepreneurial sustainability or sustainopreneurship

Benefits of entrepreneurship: ②

1. Development of managerial capabilities
2. Creation of organisations
3. Improvement of standards of living
4. Means of economic development