

(iv) Continuous effort (5)

- Development of cultural entrepreneurship
- Social functions of cultural entrepreneurs

4.3  
International entrepreneurship

- Importance of IE

- Importance of IE to Firm:

1. Increased sales and profit
2. Advantage of cheap labours
3. Utilisation of talent and managerial competence
4. Globalisation of competitors
5. Payoffs of international business

- Differences between

International and Domestic Entrepreneurship:

1. Economic system
2. Stage of economic development

P.T.O.

3. Cultural sensitivity

4. Technological environment

5. Government policy

6. Political and legal environment

(4.4)

- Netpreneurship

- Meaning of Netpreneurship

- Thinking as a Netpreneur:

Pace, flexibility, experimentation, constant innovation, cooperative competition, distribution driven, niche focused, etc.

- Ecopreneurship

- Meaning of Ecopreneurship

- Ecopreneurship can model our behaviour towards sustainable development

- Social Entrepreneurship

- Who is a social entrepreneur?

- What is social entrepreneurship?

- Social Media Marketing

- Meaning of SMM

- Why SMM?