

(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 labour
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

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3. Cultural sensitivity
4. Technological environment
5. Government policy
6. Political and legal environment

(4.4)

- Netpreneurship

- Meaning of Netpreneurship
- Thriving as a Netpreneur:
Pace, flexibility, experimentation, constant innovation, cooperative competition, distribution driven, niche focussed, 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?