

MANAGERIAL ROLES AND FUNCTIONS IN SMALL BUSINESS

- Entrepreneurship Vs. Management
- Differences between entrepreneurs and managers
- Overlapping roles of entrepreneurs and managers
- Role of entrepreneurship in economic development:
 1. Capital formation
 2. Improvement in per capita income
 3. Generation of employment
 4. Balanced regional development
 5. Improvement in living standard
 6. Economic independence
 7. Backward and forward linkages
- Functions of an entrepreneur:
 1. Innovation
 2. Risk-taking
 3. Organization building

ENTREPRENEURSHIP

SUSTAINABILITY

- Meaning of sustainability
- Definition of sustainable entrepreneurship
- Definition of sustainopreneurship
- Important measures to stimulate public and private investment:
 1. Lowering the rate of investment
 2. Tax reduction
 3. Public expenditure
 4. Price policy
 5. Technological change and innovation
 6. Abolition of monopoly privileges and encouragement of competition
 7. Economic planning