

# INTRODUCTION TO ENTREPRENEURSHIP

- ✓ Meaning of Entrepreneur
- ✓ 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) Resources
  - (iv) Strategy & vision
  - (v) Planning & organisation
  - (vi) The idea in relation to the market