

7.1

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MOTIVATION FOR ENTREPRENEURSHIP

- Introduction
- Factors providing motivation

(I) Internal Factors:

- (a) Good education
- (b) Complete background
- (c) Financial strength
- (d) Self-motivation
- (e) Enthusiasm
- (f) Commitment
- (g) Positive attitude
- (h) Optimism
- (i) Self-actualisation need

(II) External Factors:

- (a) Government policies
- (b) Influence of people in close circle
- (c) Technological advancement
- (d) Free flow of information
- (e) Rapid changes in consumers' tastes and preferences
- (f) Availability of resources
- (g) Demand for the product

7.2

ENTREPRENEURIAL SKILLS

- Introduction
- Entrepreneurial Skills
 - (i) Conceptual skill
 - (ii) Analytical skill

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- (iii) Administrative skill (11A)
- (iv) Technical skill
- (v) Inter-personal skill
- (vi) ~~Human~~ ^{Human} Relations skill
- (vii) Change Management and Innovation Skills
- (viii) Persuasion and Influencing skills
- (ix) Communication skills
- (x) Project management skills
- (xi) Other skills

ENTREPRENEURIAL COMPETENCIES

- Introduction
- Entrepreneurial competencies:
 - (i) Initiative
 - (ii) Ability to seize opportunities
 - (iii) Persistence
 - (iv) Concern for quality work
 - (v) Systematic planning
 - (vi) Problem-solving
 - (v) Self-confidence
 - (vi) Persuasive competence
 - (vii) Ability to utilize influence strategies
 - (viii) Concern for employees' welfare