

- Meaning and definition of Intrapreneurship

- Differences between Entrepreneurship and Intrapreneurship:

1. Primary motives
2. Time orientation
3. Tendency to action
4. Skills
5. Focus of attention
6. Attitude towards courage and destiny
7. Attitude towards risk

- Technopreneurship

- Cultural entrepreneurship

- Meaning and importance
- 4 pillars of CE

- (i) Authenticity of
- (ii) Commitment to people
- (iii) Commitment to business

(iv) Continuous effort (5)

- Development of cultural entrepreneurship
- Social functions of cultural entrepreneurship

- International entrepreneurship (4:3)

- Importance of IE
- Importance of IE to Firm:

1. Increased sales and profit
2. Advantage of cheap labors
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