#### **Unit 6: Entrepreneurial Culture**

## **Learning Objectives**

### After learning this unit, you will know about:

- ✓ The difference between Employment & Self-Employment
- ✓ Factors influencing choice of occupation
- ✓ Entrepreneurial Culture
- ✓ Steps towards successful entrepreneurship

#### 6.1 Earning a livelihood

- To earn a living, people need to take up an occupation.
- An occupation is a **professional activity** undertaken by an individual **in return of a payment.**

### How to earn a living?

- A person can work for someone else. He is called an **employee**
- A person can own his own enterprise. This is called **self-employed**.

#### **Employment**

- An individual who works for someone else is an **employee**
- The employee is employed by the <u>employer</u>. The employer is someone who hires the services of people to assist him in his enterprise in return of a payment.
- ➤ The <u>employee</u> has to <u>follow instructions</u> of the employer
- **Employee** is someone who **offers his/her service** in return of **a payment**
- Payment can be in terms of salary or wages

### **Salary**

It is an amount of money paid to employees at the **end of the month**.

## Wages

➤ It is an amount of money paid to employees on <u>an hourly or weekly basis</u>.

### **6.2 Discovering different occupations**

Examples of employment

- 1. Factory workers
- 2. Teacher
- 3. Labourer
- 4. Clerks
- 5. Fireman
- 6. Attendant
- 7. Lawyer

## **6.3 Factors Affecting Choice of Occupation**

- 1. Salary or wage
- People will choose a job depending on the salary or wage he will earn
  - 2. Qualifications
- People will choose a job depending on their qualifications
  - 3. Skills and talent
- People will choose a job depending on the skills and talent they have

# 4. Job security

• Some people will choose a job that is permanent rather than a temporary on

# 5. Travelling distance

• Some people like to travel a shorter distance to go to work

# 6. Career prospects

• People will choose a job where they know they can get opportunities to get promotion

### **6.4 Self-employment**

- > Self-employment is when someone works for himself instead of working for an employer
- Most commonly known as an entrepreneur
- > Entrepreneur **gets profits**
- ➤ Choosing to become an entrepreneur is not easy as a person gives up the chance to have a job with secured earnings

#### Examples of self-employment

- 1. A wholesaler
- 2. A retail shop
- 3. A furniture manufacturer
- 4. A farmer
- 5. A restaurant
- 6. A hawker
- 7. A cobbler

#### 6.5 Reasons for Starting an Enterprise

To Fulfil one's Ambition To use Talents • Entrepreneurs and Skills can do what To be one's Own makes them • Entrepreneurs **Boss** happy. They use their own take initiatives To Earn Profits talents, • Entrepreneurs and seize knowledge and are always free • Entrepreneurs opportunities skills to set up to take their usually work to achieve their an enterprise. own decisions hard and earn personal goals and do not profits. They like fame. need to follow do not have to wealth and orders from share their success others since profits. they are their own boss.

### **6.6 Entrepreneurial Culture**

- Entrepreneurial culture is <u>encouraging people to set up their own enterprise</u> rather than seeking a job.
- These individuals are usually motivated to <u>innovate</u>, <u>create and take risks</u> by setting their own enterprise.
- Therefore, entrepreneurs have decided to start-up their own enterprises.
- > Start- up enterprises are entrepreneurial ventures that aim to offer an innovative product, process or service.

## **6.6.1 Factors Influencing Entrepreneurial Culture**

1. Family Some people have decided to continue their Enterprises family business to earn a living • Some people have decided to start their own 2. Knowledge, Skills & enterprises because of the special skills or talent Education they possess. 3. Business Environment • The government also encourages people to set 4. Support From up their own enterprises as this not only creates the Government jobs for themselves but also for others.

## **6.7 Steps Towards Successful Entrepreneurship**

## Characteristics of successful entrepreneurs

Having new ideas	
Creativity	
Innovation	
Hard work	
Motivation	
Decision making	
Risk taking	
Perseverence	

## **Success for Entrepreneurs**

