

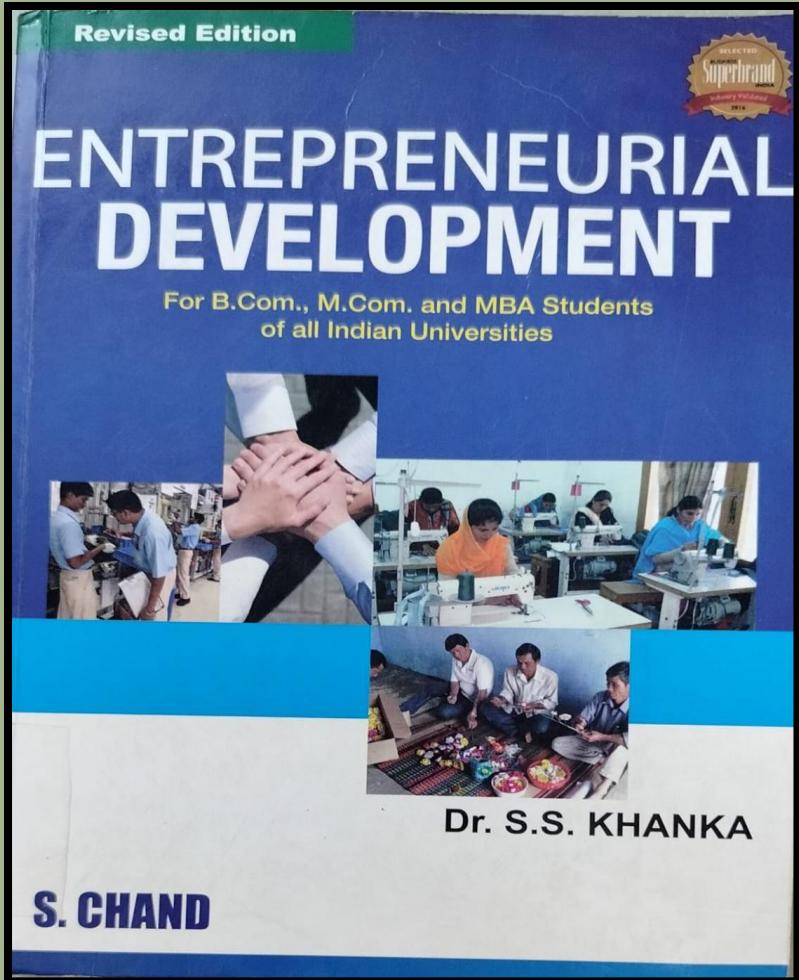
Lesson 04

Chapter No. 02
Entrepreneurship

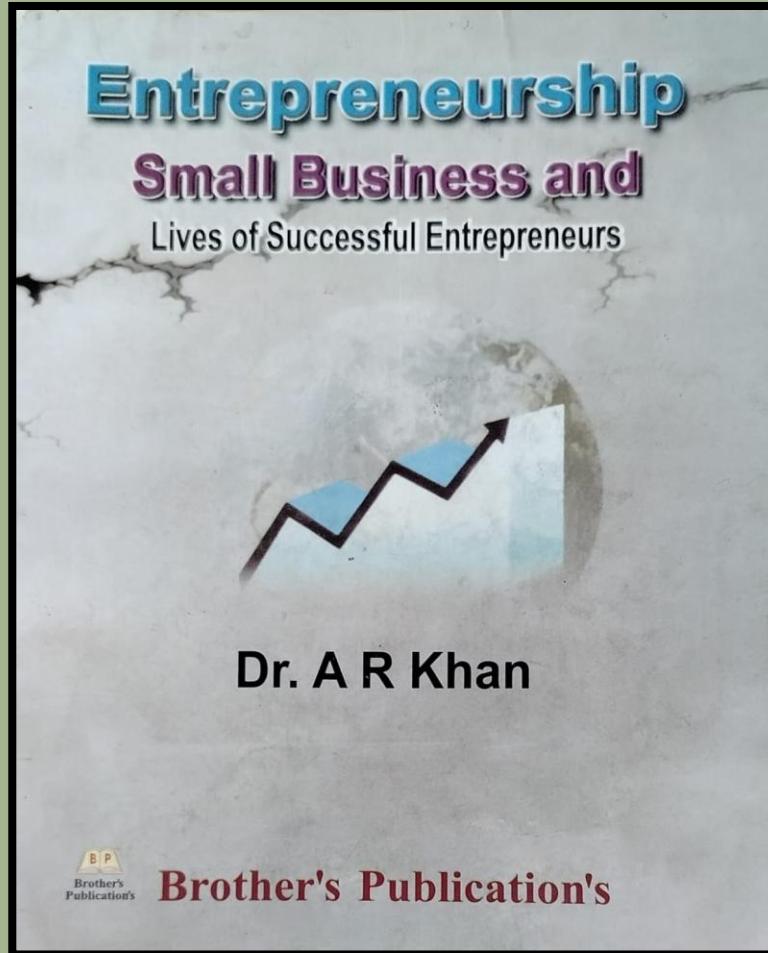
Home Work

Submission

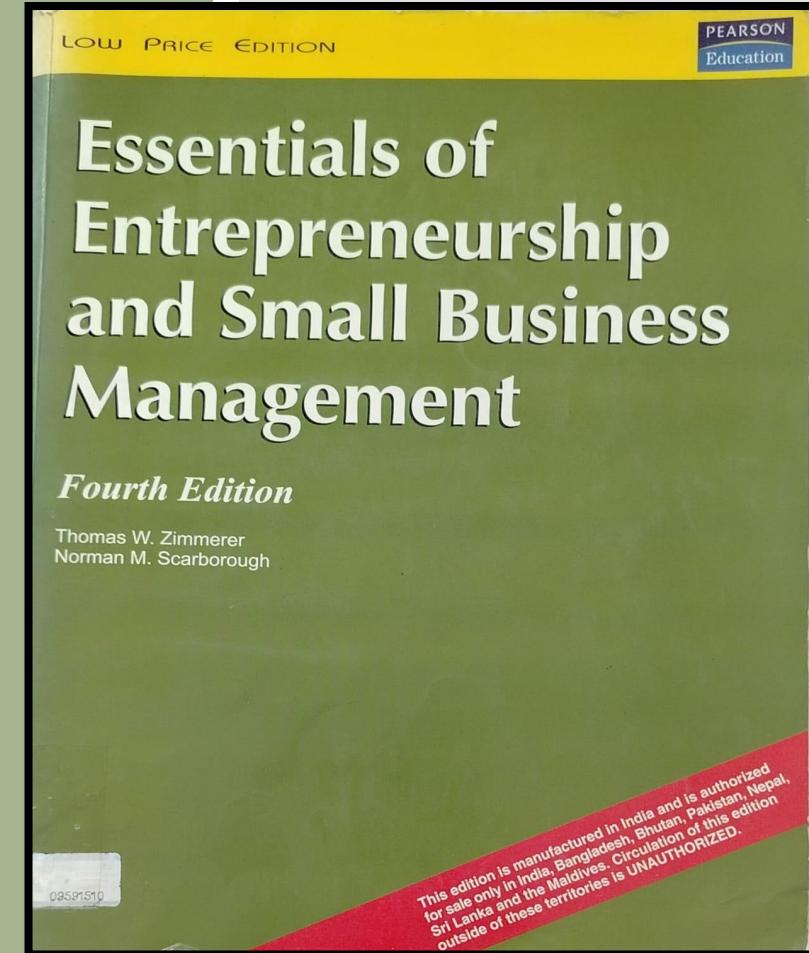
Reference Books



Dr. S.S. Khanka



Dr. A. R Khan



Thomas W. Zimmerer

Contents

Dr. S.S. Khanka

- **Definition**
- **Characteristics**
- **Functions**
- **Classification**
- Entrepreneurship and **Economic Development (43 P)**

Dr. AR Khan

- **Definition**
- **Characteristics**
- **Functions**
- **Classification**
- **National Benefits of Entrepreneurship (11 P)**

Others

- **Historical Background of Entrepreneurship in Bangladesh**
- **Roles**
- **Entrepreneurship as a Critical Resource**

Agenda

- ❖ Historical Background of Entrepreneurship in Bangladesh
- ❖ Roles
- ❖ Entrepreneurship and Economic Development
- ❖ Entrepreneurship as a Critical Resource

Extra (Session 2) :

- ❖ Myths of Entrepreneurship
- ❖ The Potential Drawbacks of Entrepreneurship (Zimmer 21 No. Page)
- ❖ 10 Deadly Mistakes of Entrepreneurship (Zimmer 36 No. Page)
- ❖ How to Avoid the Pitfalls (Zimmer 42 No. Page)

Entrepreneurship Meaning

Q.N.
01

Entrepreneurship

❖ The act of *starting a business.*

- ❖ Entrepreneurship is the **capacity for innovation, investment, and expansion** in **new markets, products & techniques.**
- ❖ Entrepreneurship is the process of **creating something new** with value by devoting the necessary **time and effort**, assuming the accompanying **financial, & social risks**, and **receiving the resulting rewards** of monetary and personal satisfaction and independence.

(Robert D. Hisrich)

Historical Background of Entrepreneurship in Bangladesh

**Q.N.
02**

Historical Background of Entrepreneurs

Barter System

Entrepreneurs

Business

Historical Development of Entrepreneurs



Earliest Period



Middle Ages



17th Century



18th Century



19th & 20th Centuries

At a Glance, Historical Development of Entrepreneurship

Earliest Period

Establish **trade routes**, Common Contract during time provided loan to the **merchant-adventurers**

Middle Ages

The term entrepreneur was used to **describe both an actor and a person** who managed large production projects

17th Century

Developed Theories, Denoted as Risk Takers, observing that merchants, farmers & other sole proprietors.. (**Buy Certain Price & Sell Uncertain Price**)

Continued to.....Historical Development of Entrepreneurship

18th Century



- ‡ The person (**Capital Provider**) with capital was differentiated from the one who needed capital (**Entrepreneur**).
- ‡ **Industrialization** occurring throughout the world

19th & 20th Century

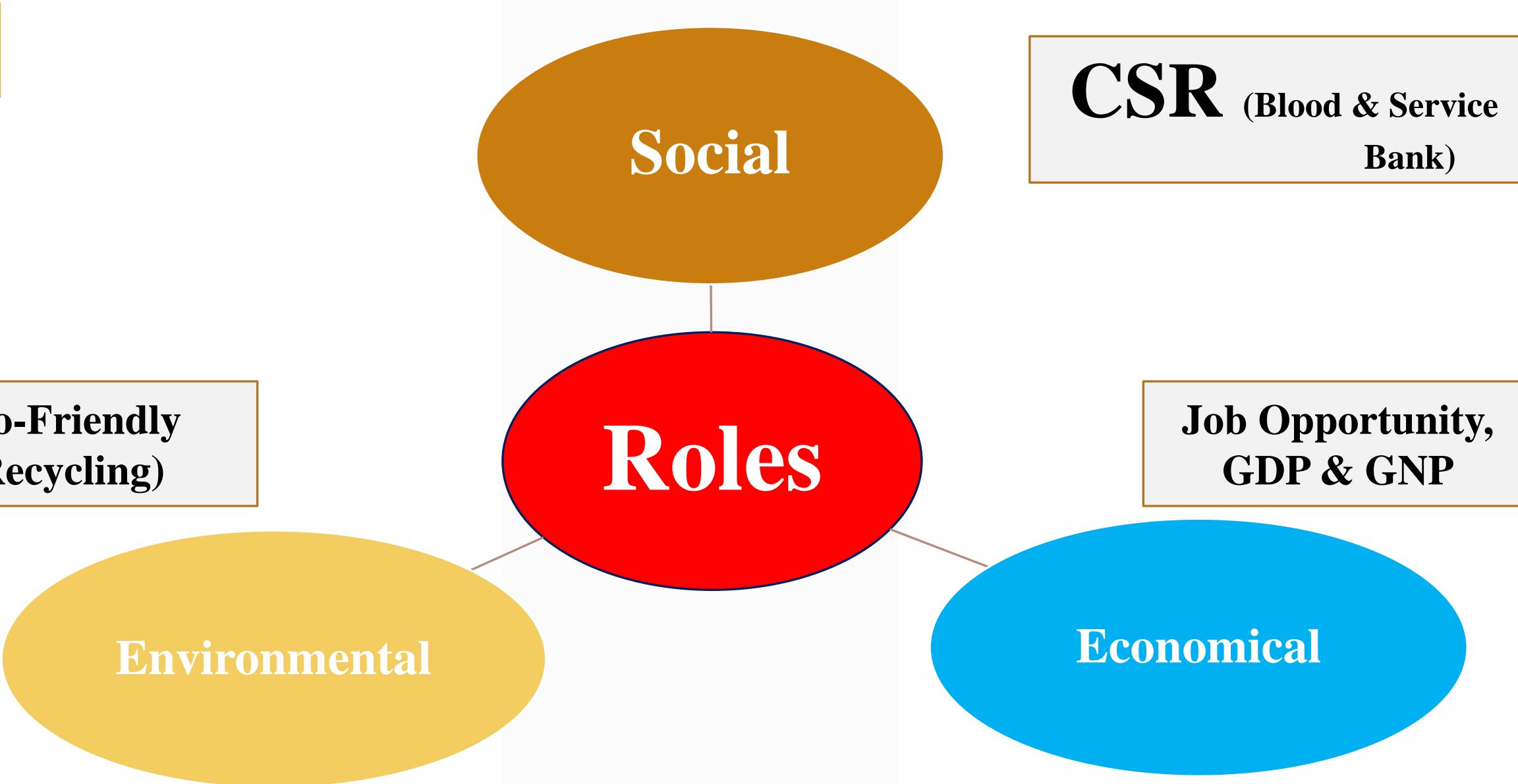


- **Not Distinguished** from Managers
- & Viewed mostly from an **Economic Perspective**.

Roles of Entrepreneurship

Q.N.
03

Roles of Entrepreneurs



Entrepreneurship & Economic Development

**Q.N.
04**

Brain
Shaking

Role of Entrepreneurship in Economic Development

Extra L.U.Q

Real Life Example & Sequence

Role of Entrepreneurship in Economic Development

**Product
Evolution
Process**

Process for **developing & commercializing** an innovation

**Iterative
Synthesis**

The **intersection of Knowledge & Social Need** that starts the Product Development Process

**Ordinary
Innovations**

New Products with **little Technological Change**

Role of Entrepreneurship in Economic Development

Technological
Innovations

New Product with **Significant** Technological
Advancement

Breakthrough
Innovations

New Product with **Some** Technological Change

Government
as an
Innovator

A **Government Active** in Commercializing technology

National Benefits of Entrepreneurship

**Q.N.
04**

National Benefits of Entrepreneurship

Entrepreneurs fosters **Economic Growth**

Entrepreneurship creates **new technologies, products & services**

Entrepreneurship **changes & rejuvenates Market Competition**

Entrepreneurship increases **Productivity**

Home Work

*Entrepreneurship as Critical
Resource*

Any
Question



Entrepreneurship Management

Thank You

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Lesson 05 (Session 02 of Chapter - 02)

Happy Noon to You

Exchanged

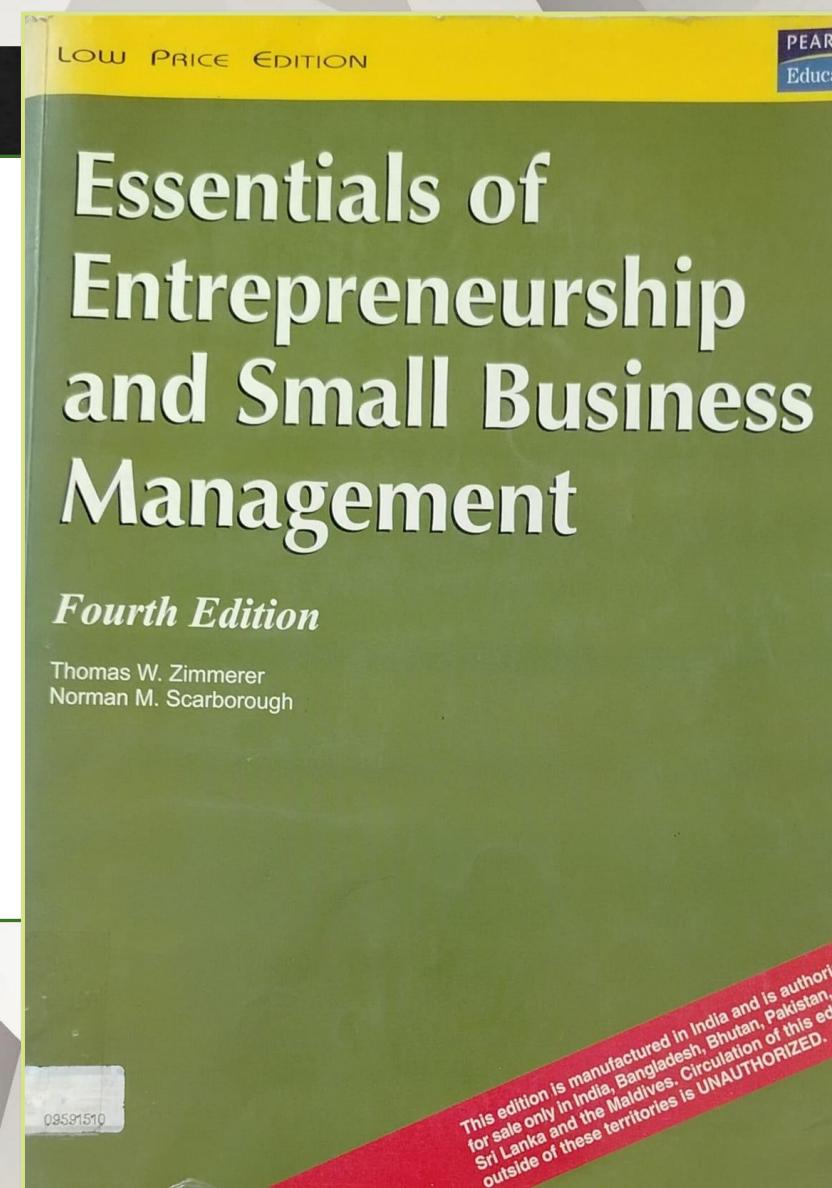
❖ Nov. 26, 2025, Wednesday

❖ Nov. 23, 2025, Sunday

Agenda

Extra:

- ❖ Myths of Entrepreneurship (AR Khan Page 9)
- ❖ The Potential Drawbacks of Entrepreneurship (Zimmer 21 No. Page)
- ❖ 10 Deadly Mistakes of Entrepreneurship (Zimmer 36 No. Page)
- ❖ How to Avoid the Pitfalls (Zimmer 42 No. Page)



Myths of Entrepreneurship

Q.N.
07

Myths of Entrepreneurs

Entrepreneurs are **born**, not made

Entrepreneurs are **Gamblers**

Entrepreneurs are Motivated Primarily by **Money**

Entrepreneurs should be **Young & Energetic**

Entrepreneurs love the **Spotlight**

Potential Drawbacks of Entrepreneurship

**Q.N.
08**

Potential Drawbacks of Entrepreneurship

Uncertainty of Income

One of the **less-talked-about challenges** that entrepreneurs **face** is unstable income. This isn't like a regular paycheck from a **9-to-5 job**.

Risk of Losing Entire Investment

Financial instability can be stressful and isn't suited for everyone. One drawback of entrepreneurship is **managing unpredictable finances**.

Long Hours & Hard Work

Entrepreneurs might confine themselves to their ventures, **sacrificing** weekends and evenings to pursue success.

High Levels of Stress

Stress tends to be a **constant companion** to entrepreneurship.

Complete Responsibility

They are in charge of making decisions that affect themselves, their **employees, customers**, and even their **entire industry**.

Potential Drawbacks of Entrepreneurship

Discouragement

Launching a business is a substantial undertaking that requires a great deal of **dedication, discipline & tenacity, capability to face insurmountable obstacles** which leads.....

Lack of investors

Finding **individuals or entities willing to invest their money and trust** in a new venture isn't always easy.

Competition with other established businesses

Entering a market as an entrepreneur means **competing with established businesses**, which can be challenging.

Stress, Uncertainty, and Burnout impact the entrepreneurs and their teams.

10 Deadly Mistakes of Entrepreneurship

**Q.N.
09**

Reference Book: Thomas W. Zimmerer (36 Page)

10 Deadly Mistakes of Entrepreneurship (Page: 36)

01

- Management Mistakes

02

- Lack of Experience

03

- Poor Financial Control

04

- Weak Marketing Efforts

05

- Formulate Cost Targets

(Online, Import-Export Business with delivery charge)

06

- Poor Location

(Medicine Shop & Green Coconut)

07

- Improper Inventory Control

08

- Incorrect Pricing

(Restaurant & Dairy Firm)

10 Deadly Mistakes of Entrepreneurship (Page: 36)

09

- Failure to Develop a **Strategic Plan**

10

- **Inability to Make the Entrepreneurial Transition**

How to avoid the Pitfalls of Entrepreneurship

Q.N.
10

How to Avoid the Pitfalls of Entrepreneurs/ How Entrepreneurs can be successful (Page: 136)

01

- Know the business **in depth**

02

- **Refine Existing Products and Services**

03

- **Developing a Solid Business Plan**

04

- **Managing Financial Resources**

05

- **Understanding Financial Statements**

06

- Learn to Manage People Effectively

07

- Keep In tune with own self

Home Work

Submission

Question Patterns

1. Suppose that you are going to start a **campus business**. Describe which **qualities** you think you have that would make an idea to start & continue the business.
2. How did Grameen Bank, as a microfinance institution, influence the **historical development** of entrepreneurship?
3. How do entrepreneurship **roles/influence** innovation, creativity, and proactive behavior within teams?
4. Do you think entrepreneurial activity influences **employment generation and regional development** in Bangladesh? Justify it from your own point of view.
5. Why is the belief that “**entrepreneurs are born, not made**”? **Explain** it. / Do you agree that.....
6. How do **stress, uncertainty, and burnout impact** the organizational behavior of entrepreneurs and their teams?



Any
Questions?



THANK YOU!

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