

UNIT 4: Entrepreneurial Skills

MIND MAP:

Topic 1- Entrepreneurship and Society

Entrepreneurs' Contribution to Society

- Improve Standard of Living
- Wealth Creation
- Accelerate Economic Growth
- Create Jobs
- Bring efficiency in society
- Bring more choices to customers

Topic 2- Qualities and Functions of an Entrepreneur

Qualities	Functions
Confidence	Decision Making
Innovation	Business Management
Calculated Risk Taking	Financial Management
Creativity	Risk Analysis
Patience	Setting Vision for Organisation
Perseverance	Efficiency in Operations
Leadership	Sustenance of Business

Topic 3- Myths about Entrepreneurship

1. Every business idea needs to be unique or special.
2. A person needs a lot of money to start a business.
3. Only a person having a big business is an entrepreneur.
4. Entrepreneurs are born, not made.

Topic 4- Entrepreneurship as a career option

Advantages	Disadvantages
Independence	Risk
Ambition Fulfilment	Excessive Workload
Wealth Creation	Uncertainty
Work-Life Autonomy	Challenges

Topic 1- Entrepreneurship and Society

Contribution of Entrepreneurs towards Society

- **Fulfil Customer Needs:** Entrepreneurs find out what people want. Then, they use their creativity & innovation to come up with a business idea that will meet that demand and satisfy customer needs
- **Use Local Materials:** Entrepreneurs use locally sourced material and workforce available around them, to make products at least cost. This ensures business efficiency.
- **Create Jobs:** With the growth of a business, entrepreneurs look for more people to help them. They buy more material. They also hire more people to work for them, thereby providing livelihood opportunities to others.
- **Bring down cost of goods and services:** As more entrepreneurs sell the same product, the price of the product goes down due to innovation and market competition.
- **Improve Standard of Living:** With newer and better products, standard of living of common man rises and everyone experiences better life.
- **Increase Economic Pie:** As entrepreneurs grow their business, the people working for them and they themselves too become wealthy. This helps increase nation's economic growth.

Topic 2- Qualities and Functions of an Entrepreneur

Qualities of an Entrepreneur

- **They are confident:** Entrepreneurs are confident beings. They decide to take up a venture and it is their confidence that ensures survival and success of their idea.
- **They try new and innovative ideas:** Entrepreneurs introduce new and innovative ideas in the market. Sometimes, such ideas may even displace the inefficient players from the market.
- **They are creative:** Entrepreneurs are creative people. They always try to find opportunities for a better product/service through their creativity.
- **They show patience:** Entrepreneurs are resilient people. They wait till the venture succeeds. This quality also helps them deal effectively with their employees.
- **Perseverance:** Entrepreneurs show perseverance as any small hurdle doesn't stop them from achieving their ambitions. They keep on working towards fulfilment of their ambition.

- **Takes responsibility:** Entrepreneurs take responsibility to successfully execute the business idea into a full-fledged profit-making enterprise.
- **Have leadership Skills:** Entrepreneurs are leaders as well. They have the responsibility to lead the venture towards its Organisational Vision. Further, they also lead the team of employees and guide them to work effectively towards Organisational Goals.
- **Hard working:** Entrepreneurs work hard, especially in the initial phase of venture. This quality ensures that they keep on working with passion and dedication.
- **Take calculated risk:** Entrepreneurs take calculated risk, which pays them off well as they always keep in mind the Risk-Reward ratio.
- **Never Give Up spirit:** Entrepreneurs don't give up easily. They persist with their efforts and always try to turn things around.



Functions of an Entrepreneur

- **Making Decisions:** Decision making is part of everyday routine of an entrepreneur. Decision making includes a Technical Decision, Managerial Decision, Administrative Decision or even a Strategic Decision. Decision making by entrepreneurs is often based on risk-reward ratio, feedback from market, customer demand and offerings by the competition.

- **Managing the Business:** Entrepreneurs often plan a vision for the venture and in order to achieve it, they try to manage the business well as only a well managed business can sustain in the long run.
- **Keep track of Finances:** Entrepreneur keeps track of whom to pay how much and what for. They pay the employees' salaries, service providers, suppliers' payments, etc.
- **Taking Risk:** Entrepreneurs take risk, though a calculated one. They factor-in all variables & risks before reaching to a decision. A calculated risk pays off well as its risk-reward ratio is not too skewed.
- **Create a New Method, Idea OR Product:** Entrepreneurs introduce new and innovative ideas in the market. Sometimes, such ideas may even displace the inefficient players from the market.

Topic 3- Myths about Entrepreneurship

What is a misconception?

A myth, or a misconception, is a false belief or opinion about something.

Misconception 1: Every business idea needs to be unique or special

- A person can take an idea that is already there in the market and do something different with it.
- For example: Cab Service named 'inDrive' simply introduced an option wherein a user can quote his/her fare and negotiate with cab driver. This is unlike stand Cab Service providers like 'Ola' and 'Uber'

Misconception 2: A person needs a lot of money to start a business

- Capital is important for starting. However, every business does not need a lot of capital to start. Moreover, today there is no dearth of credit and even venture capitalists are willing to provide funding.
- Depending on how much money you have or can borrow, you can start a business with that much money. Once you make more money, you can reinvest profits back into your business to make it bigger.
- For example: 'BTW' or "Bittoo Tikki Wala" initially started as a street seller and later on expanded based on reploughing of profits back into business.

Misconception 3: Only a person having a big business is an entrepreneur

- No business is big or small. If a person is running a business to fulfil a customer need, they are an entrepreneur from Day 1. Most businesses start small. It becomes big with hard work and creativity, over time.

Misconception 4: Entrepreneurs are born, not made.

- It is only a myth that some people have the talent for doing business. An entrepreneur is a person who does whatever it takes to make the business successful. Being an entrepreneur starts with a way of thinking. Moreover, entrepreneurial skills can be developed too through training.

Topic 4- Entrepreneurship as a career option

A person who chooses to become an entrepreneur goes through a career process. This process is as follows:

- **Entry:** When an entrepreneur is starting, they are just entering the market to do business
- **Survival:** There are many entrepreneurs in the market. The entrepreneur has to survive in a competitive market. This is the most crucial phase for an entrepreneur.
- **Growth:** Once the business is stable, an entrepreneur thinks about expanding his or her business.

Advantages of choosing entrepreneurship as a career option are:

A) Independence

- An entrepreneur is not dependent on anyone for his/her livelihood. He/she is self-reliant

B) Ambition Fulfilment

- Entrepreneurship helps fulfil one's ambition and passion simultaneously. Hence, the entrepreneur feels self-satisfaction

C) Wealth Creation

- Entrepreneurs are the wealth creators in the economy. They help expand the economy of the nation through their innovative ideas.

D) Work-Life Autonomy

- An entrepreneur enjoys work-life autonomy as he/she is one's own boss and has full freedom to decide one's working hours.

Disadvantages of choosing entrepreneurship as a career option are:

A) Risk:

- Contrary to wage employment, one has to risk one's own savings, time and efforts

B) Workload:

- It takes serious hustle to get a new business up and running from scratch. While it can be an exciting time, full of possibility, it can also be exhausting for an entrepreneur.

C) Challenges:

- Being an entrepreneur is not without its challenges. One may face lonely weekends and late-night works. Further low funding in initial stages may also lower chances of success of the venture.

D) Uncertainty:

- Entrepreneurs often face headwinds from various quarters. Change in market dynamics, government policies or even consumer preferences, all can affect survival chances of a venture.

Questions

1 Marks MCQs

Q1. Which among these is NOT a step to start a business?

- | | |
|--------------------------------|--------------------------------------|
| (a) Business idea conception | (b) Getting finances and material |
| (c) Understanding market needs | (d) Sharing profit with shareholders |

Q2. Which of the following is an advantage of entrepreneurship as a career?

- | | |
|-------------------------|------------------|
| (a) Work-Life Autonomy | (b) Independence |
| (c) Ambition fulfilment | (d) All of these |

Q3. Money required to initiate a business is known as_____?

- | | |
|--------------------|----------------------|
| (a) Business Money | (b) Hedge Fund |
| (c) Capital | (d) Commercial Money |

Q4. What all do entrepreneurs achieve when they run business?

- | | |
|---------------------------|-------------------------------|
| (a) Fulfil Customer Needs | (b) Source Local Raw Material |
| (c) Provide Jobs | (d) All of these |

Q5. Which of these is NOT a characteristic of an entrepreneur?

- (a) Takes calculated risk
- (b) Self-employed
- (c) Is afraid of disruptive ideas
- (d) All of these

Q6. A Unicorn is a startup with valuation over

- (a) US \$100 million
- (b) US \$1 billion
- (c) US \$10 billion
- (d) US \$1 million

Q7. Which of the following is NOT a myth about entrepreneurship?

- (a) Every business idea needs to be unique or special
- (b) A person requires huge wealth to start a business
- (c) Entrepreneurs are born and entrepreneurship skill can't be developed
- (d) Anyone can develop traits of entrepreneurship over time

Q8. Qualities of entrepreneurs include:

- (a) Perseverance
- (b) Leadership
- (c) Confidence
- (d) All of these

Q9. Which of the following terms is NOT related to startups?

- (a) Venture Capital
- (b) Seed Fund
- (c) Unicorn
- (d) Mutual Fund

Q10. Who among these develops a business plan, launches and runs a business using innovation to meet customer needs and to make a profit?

- (a) Teacher
- (b) Software Engineer
- (c) Entrepreneur
- (d) Politician

Answers to MCQs

Q1. Option (d): Sharing profit with shareholders

Q2. Option (d): All of these

Q3. Option (c): Capital

Q4. Option (d): All of these

Q5. Option (c): Is afraid of disruptive ideas

Q6. Option (b): US \$1 billion

Q7. Option (d): Anyone can develop traits of entrepreneurship over time

Q8. Option (d): All of these

Q9. Option (d): Mutual Fund

Q10. Option (c): Entrepreneur

2 Marks Questions

Question 1) Mention 4 advantages of choosing entrepreneurship as career option.

Answer 1) 4 Advantages of choosing entrepreneurship as a career option are:

- A) Independence
 - An entrepreneur is not dependent on anyone for his/her livelihood. He/she is self-reliant
- B) Ambition Fulfilment
 - Entrepreneurship helps fulfil one's ambition and passion simultaneously. Hence, the entrepreneur feels self-satisfaction
- C) Wealth Creation
 - Entrepreneurs are the wealth creators in the economy. They help expand the economy of the nation through their innovative ideas.
- D) Work-Life Autonomy
 - An entrepreneur enjoys work-life autonomy as he/she is one's own boss and has full freedom to decide one's working hours.

Question 2) Mention any 2 myths surrounding Entrepreneurship.

Answer 2) 2 Myths about Entrepreneurship are:

- A) Entrepreneurs are born, not made
 - A prevailing myth regarding entrepreneurship is that entrepreneurial skills exist by birth and these can't be developed through training.
- B) Every business idea needs to be unique or special
 - Many believe that only a unique or extraordinary idea can succeed. This myth has been busted in many cases as numerous simple and even non-unique ideas have done well in the market.

Question 3) Write about any 2 qualities of an entrepreneur.

Answer 3) 2 Qualities of an entrepreneur include:

- A) Calculated risk-taking behavior
 - Entrepreneurs take calculated risk, which is the reason behind their success. They factor-in all variables & risks before reaching to a decision.
- B) Leadership Skills
 - Entrepreneurs are leaders too as they have to manage business, while also guiding employees and ensuring profit generation. They also have a long term vision for the venture.

Question 4) What is Entrepreneurship? Name any 2 famous entrepreneurs that you know.

Answer 4) The process of developing a business plan, launching and running a business using innovation to meet customer needs and to make a profit is known as entrepreneurship.

2 famous entrepreneurs are Sachin Bansal and Binny Bansal who initiated Flipkart e-commerce website.

Question 5) How do entrepreneurs help the nation?

Answer 5) Entrepreneurs help the nation by

- **Economic development:** Entrepreneurs help fuel the economic growth of the nation by bringing in innovative goods and services at competitive prices. They are indeed the wealth creators in the economy.
- **Providing better livelihood opportunities:** Entrepreneurs are job givers instead of job seekers. They provide livelihood to their employees.

4 Marks Questions

Question 1) List 4 ways in which entrepreneurs affect society?

Answer 1) Ways in which entrepreneurs affect society are:

- **Fulfil Customer Needs:** Entrepreneurs find out what people want. Then, they use their creativity & innovation to come up with a business idea that will meet that demand and satisfy customer needs
- **Use Local Materials:** Entrepreneurs use locally sourced material and workforce available around them, to make products at least cost. This ensures business efficiency.
- **Create Jobs:** With the growth of a business, entrepreneurs look for more people to help them. They buy more material. They also hire more people to work for them, thereby providing livelihood opportunities to others.
- **Bring down cost of goods and services:** As more entrepreneurs sell the same product, the price of the product goes down due to innovation and market competition.
- **Improve Standard of Living:** With newer and better products, standard of living of common man rises and everyone experiences better life.

Question 2) Mention Pros and cons of choosing Entrepreneurship as career option.

Answer 2) Pros include:

- **Freedom:** One of the best parts of being an entrepreneur is the complete freedom to do the things as one wishes to. No boss to report to, or managers peering over your shoulder, creating unnecessary work pressure.
- **Work-Life Autonomy:** Entrepreneurs enjoy Work-Life Autonomy and may work or enjoy life whenever they wish to.
- **Control:** Entrepreneurs enjoy control over their venture. They can both direct and vision to it.

Cons include:

- **Risk:** Contrary to wage employment, one has to risk one's own savings, time and efforts
- **Workload:** It takes serious hustle to get a new business up and running from scratch. While it can be an exciting time, full of possibility, it can also be exhausting for an entrepreneur.

- **Challenges:** Being an entrepreneur is not without its challenges. One may face lonely weekends and late-night works. Further low funding in initial stages may also lower chances of success of the venture.

UNIT 5: GREEN SKILLS – II

LEARNING OUTCOMES	THEORY	PRACTICAL
1. Demonstrate the knowledge of importance, problems and solutions related to sustainable development	1. Definition of sustainable development 2. Importance of sustainable development 3. Problems related to sustainable development	1. Identify the problem related to sustainable development in the community 2. Group discussion on the importance of respecting and conserving indigenous knowledge and cultural heritage 3. Discussion on the responsibilities and benefits of environmental citizenship, including the conservation and protection of environmental values 4. Preparing models on rain water harvesting, drip / sprinkler irrigation, vermin-compost, solar energy, solar cooker, etc.

Mind Map

