A black and white photograph of a person wearing a dark suit and a light-colored shirt, standing with their arms crossed. The image is used as a background for the text.

ENTREPRENEURSHIP
IS LIVING A FEW YEARS OF YOUR
LIFE LIKE MOST PEOPLE WON'T,
SO THAT YOU CAN SPEND THE
REST OF YOUR LIFE LIKE
MOST PEOPLE CAN'T.

UNIT 1



- ❧ Entrepreneurship - functions, needs and importance
- ❧ Process - Pros and Cons
- ❧ Entrepreneur - definition



Entrepreneurship -Meaning

- ☞ “Entrepreneurship means the **function of foreseeing** investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, hiring labor, arranging for the supply of raw materials and selecting top managers for the day-to-day operation of the enterprise”.

D.C. McClelland



- ☞ “Entrepreneurship is neither a science nor an art. **It is a practice.** It has a knowledge base. **Knowledge in entrepreneurship is a means to an end.** Indeed, what contributes knowledge in practice is largely defined by the ends, that is, by the practice”.

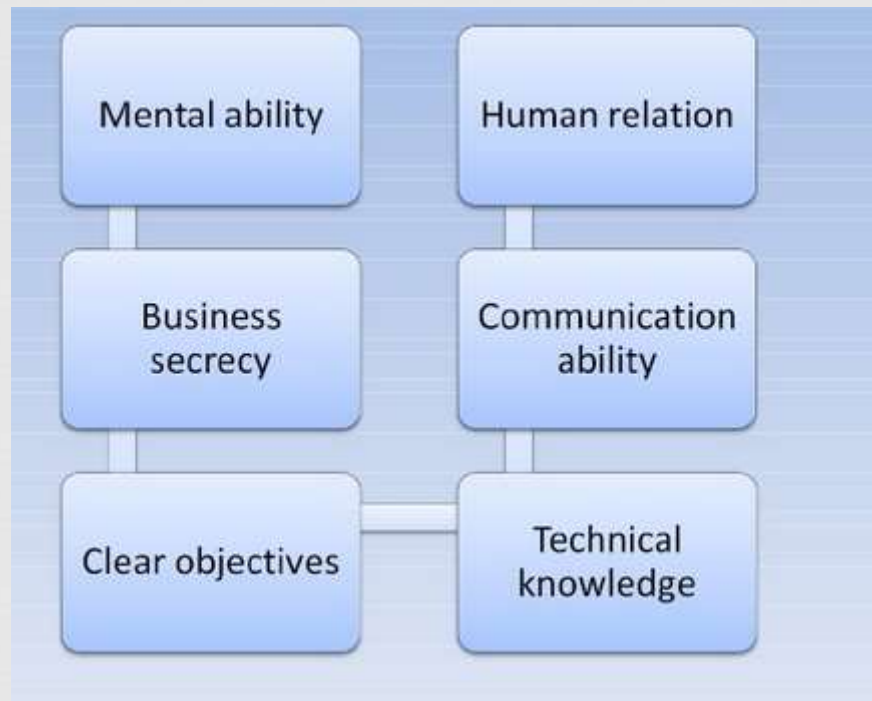
Peter F. Drucker

- ☞ An enterprise is created by an entrepreneur. The process of creation is called “entrepreneurship”
- ☞ **Richard Cantillon** was the first to introduce it as the **agent who buys means of production at certain prices in order to combine them into product** that he is going to sell at prices that are uncertain at the moment at which he commits himself to his costs.
- ☞ Entrepreneurs are people that **notice opportunities and take the initiative to mobilize resources to make new goods and services.**

Technology Entrepreneurship

- ❧ **Technology Developers:-** those who develop a unique technology capable of diving a new business
- ❧ **Technology users:-** those who sees new technology development and understand how it can be applied to meet a market need.

Characteristics of an Entrepreneur





risk.
is it in
you?

Qualities of an entrepreneur



The Dark Side of Entrepreneurship

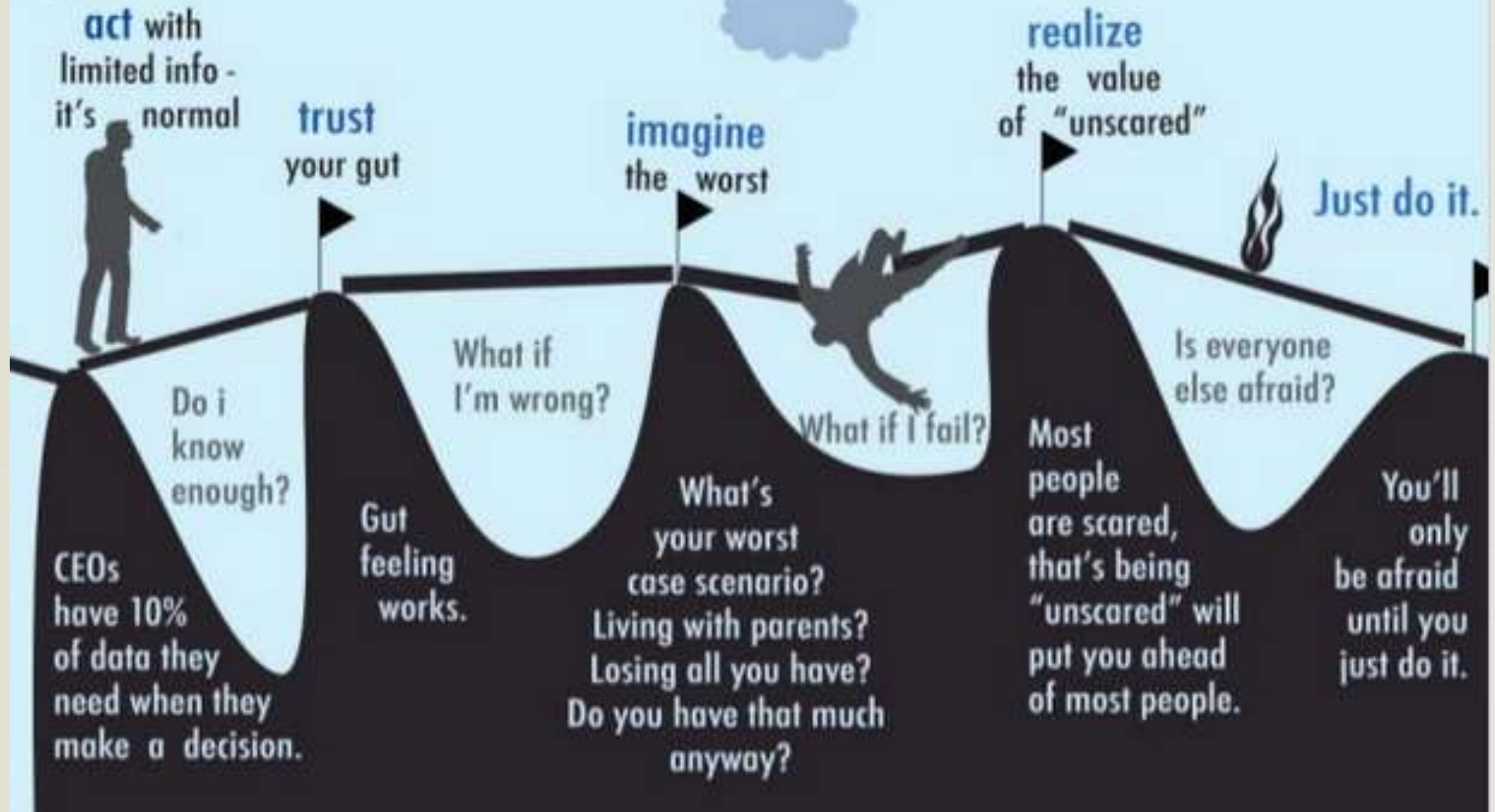
- **The Entrepreneur's Confrontation with Risk**
 - Financial risk versus profit (return) motive varies in entrepreneurs' desire for wealth.
 - Career risk—loss of employment security
 - Family and social risk—competing commitments of work and family
 - Psychic risk—psychological impact of failure on the well-being of entrepreneurs



Getting Over Fear

by Anna Vital

on the way to becoming an entrepreneur



Functions of an entrepreneur

Identify Opportunity

Personal Initiative

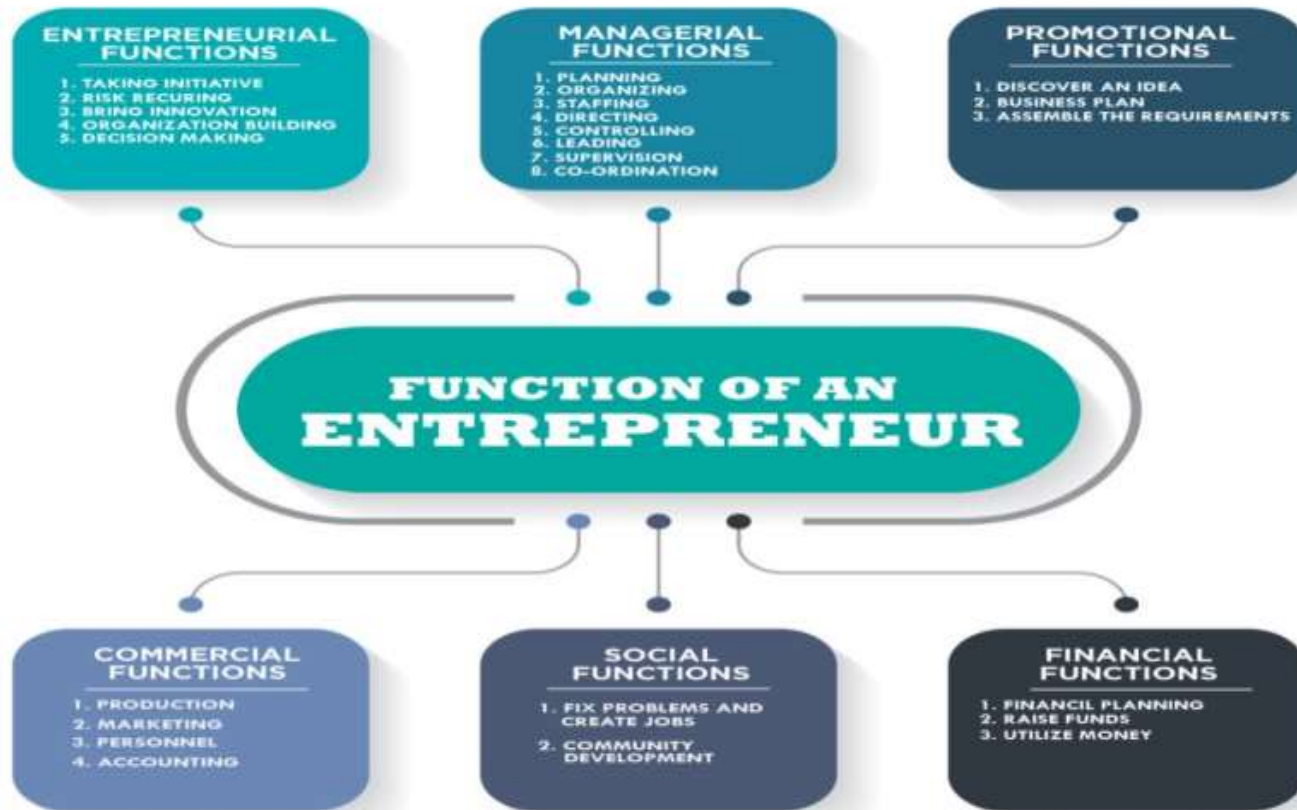
Feasible Study and Planning

Innovation

Risk taking and Uncertainty Bearing

Taking Business Decision

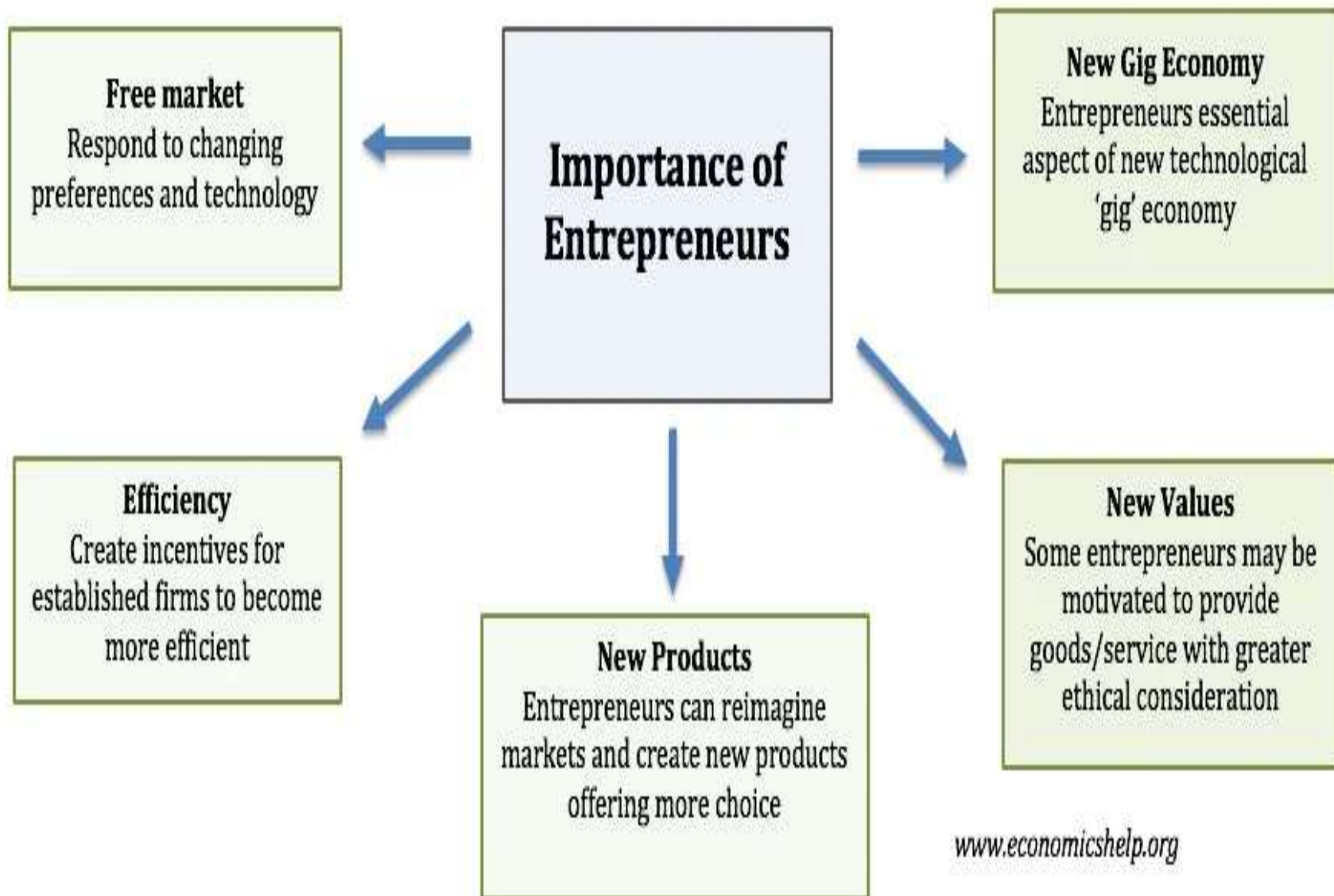
Area wise function



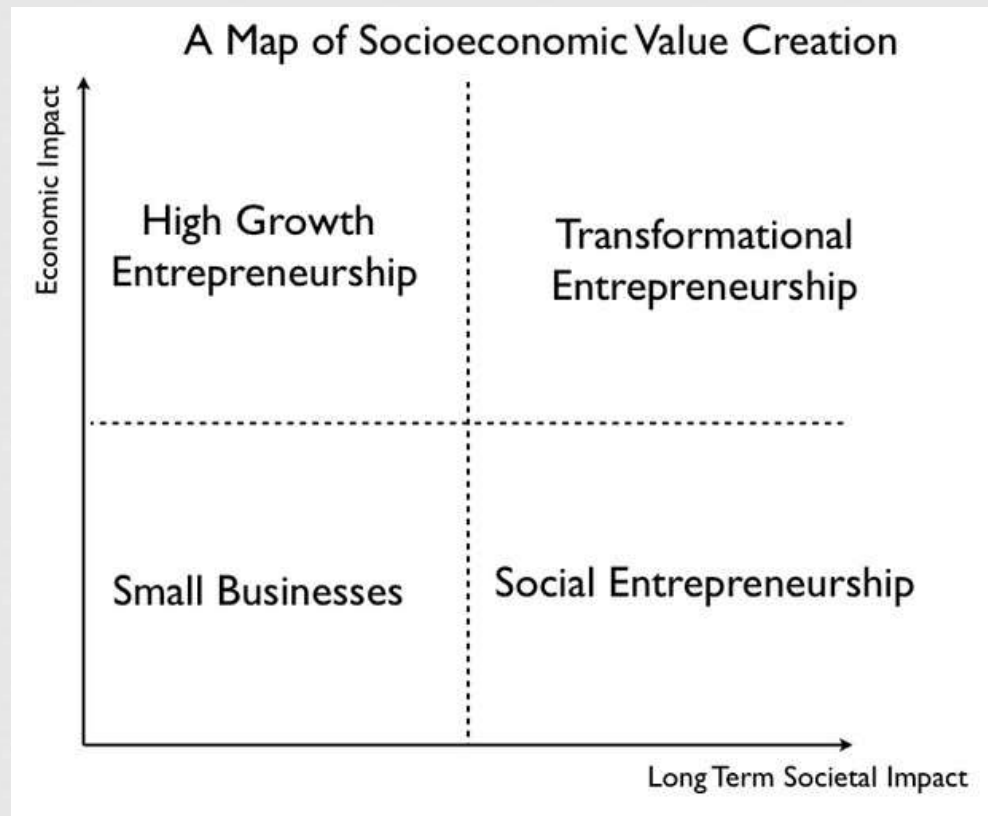
Need & Importance



- Technology Development
- Key driver of any country
- Creates opportunity and jobs
- Ensure social justice
- Stimulates the economy
- Become creative, inventive and innovative
- Creating an organization leads to improve standard of living and economic development
- Backward and forward linkages



Value creation of technology entrepreneurs



Process



Entrepreneurs

- ❧ Derived from the French verb **entreprendre**, which means ‘to **undertake**’. This refers to those who “undertake” **the risk of new enterprises**.
- ❧ An entrepreneur is defined as “**person in effective control of commercial undertaking; one who undertakes a business or an enterprise**”
- ❧ Who innovates, raises money, assembles inputs, chooses managers and sets the organization going with his ability to identify them.

Entrepreneurs



- Refers to a person
- Visualizer
- Creator
- Organizer
- Innovator
- Technician
- Initiator
- Decision-maker
- Leader
- Motivator
- Administrator
- Planner

Entrepreneurship

- Refers to a process
- Vision
- Creation
- Organization
- Innovation
- Technology
- Initiative
- Decision
- Leadership
- Motivation
- Administration
- Planning



Typology of Entrepreneurial Styles

