



UNIT-I LECTURE-1

INTRODUCTION

TO

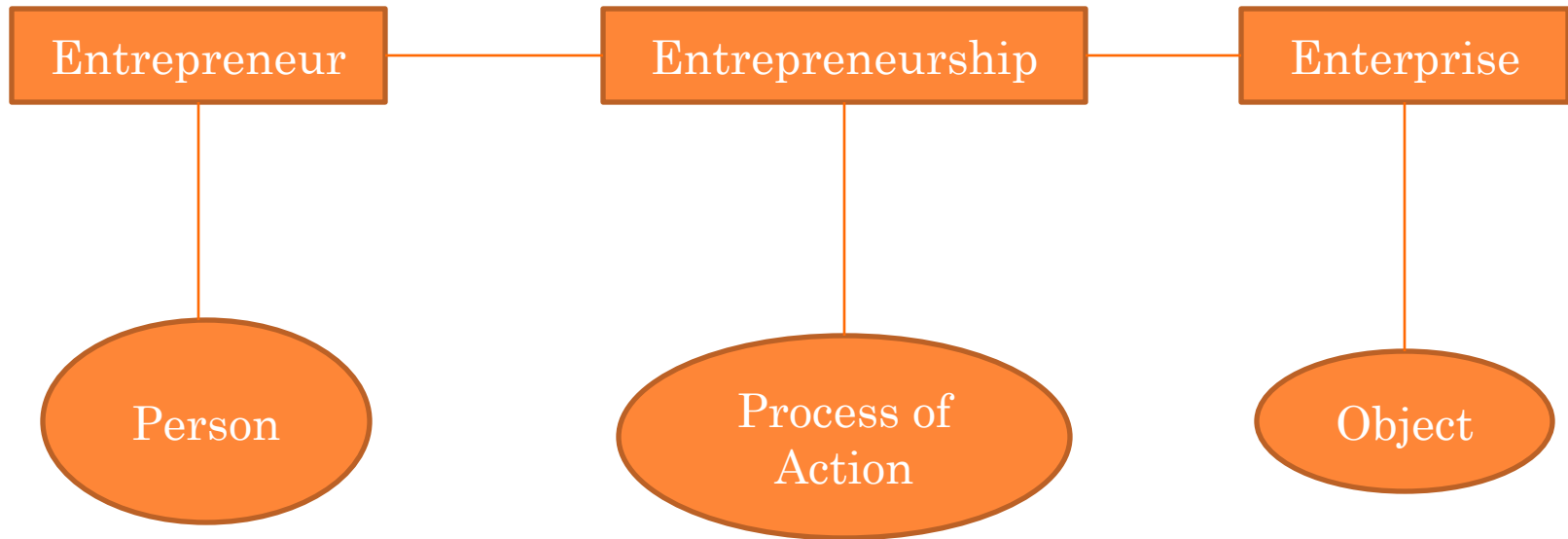
ENTRPRENEURSHIP

DEFINITION TO ENTREPRENEURSHIP

There is generally no accepted definition of Entrepreneurship. Entrepreneurship is a process of transforming a common person into an Entrepreneur to augment his business interests. This is a consistent process of learning, inspiration, risk taking and being prepared.



CONCEPT OF ENTREPRENEURSHIP



This diagram explains that Entrepreneurship involves an entrepreneur and an enterprise. The entrepreneur is a person who initiates the process. The entrepreneurship is a process of action to convert the opportunities into reality the object i.e. the enterprise. Enterprise is the ultimate result of the whole effort done by the entrepreneur. All these elements together constitute the concept of entrepreneurship.

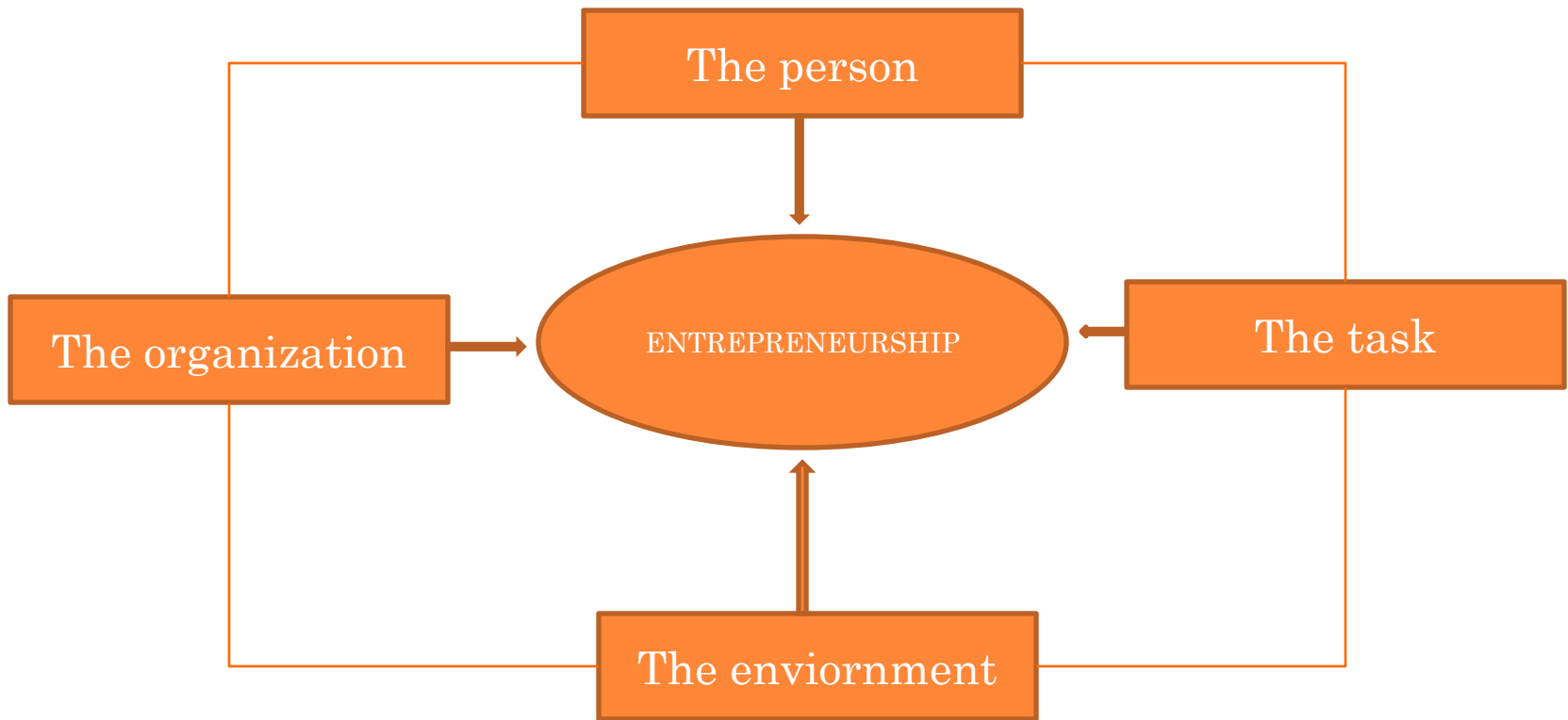


WHO IS AN ENTREPRENEUR

Entrepreneur is a French word which means to pursue opportunities, to fulfill needs and wants of the society through innovation, creativity and starting business. The term Entrepreneur is defined in many senses and in many ways by the various scientists. There is no proper definition of an entrepreneur but still we can say an entrepreneur is a person who is the owner of the organization who is able to take risk. He is an innovator, good decision maker, creative thinker, an organizer and has the ability to optimize the maximum utilization of resources.



CONCEPTUAL MODEL OF ENTREPRENEURSHIP



John Kao has developed a conceptual model of entrepreneurship in his article: Entrepreneurship, creativity and organization in 1989. This model has four main aspects:

1. Entrepreneurial Personality: The overall success of a new venture largely depends upon the skill, qualities, traits and determination of the entrepreneur.

2. Entrepreneurial Task: It is a role played by entrepreneur in an enterprise. The major task of the Entrepreneur is to recognize and exploit opportunities.

3. Entrepreneurial Environment: It involves the availability of resources, infrastructure, competitive pressures, social values, rules and regulations, stage of technology etc.

4. Organisational Context: It is the immediate setting in which creative and entrepreneurial work takes place. It involves the structure, rules, policies, culture, human resource system, communication system.

According to Kao, the most successful entrepreneur is one who adapts himself to the changing needs of the environment and makes it hospitable for the growth of his business enterprise.

