



# SNS COLLEGE OF TECHNOLOGY

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Approved by AICTE, New Delhi, Recognized by UGC, Affiliated to Anna University, Chennai



## Entrepreneurship

**COURSE** : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

**UNIT I** : INTRODUCTION

**CLASS** : I MCA / II SEMESTER



# Skills for Successful Entrepreneurs

- ❑ Communication
- ❑ Mathematics
- ❑ Human Relation
- ❑ Basic Business skills
- ❑ Problem Solving
- ❑ Technical
- ❑ Decision making

- ❑ Develop Entrepreneurial quality
- ❑ Setup /Analyze an environment for small industry/business
- ❑ Understand the process and procedure in small enterprise
- ❑ Know source of support available
- ❑ Acquire managerial skills to run
- ❑ Remove unemployment

## Objectives of Entrepreneurship Development

# Entrepreneurial Process

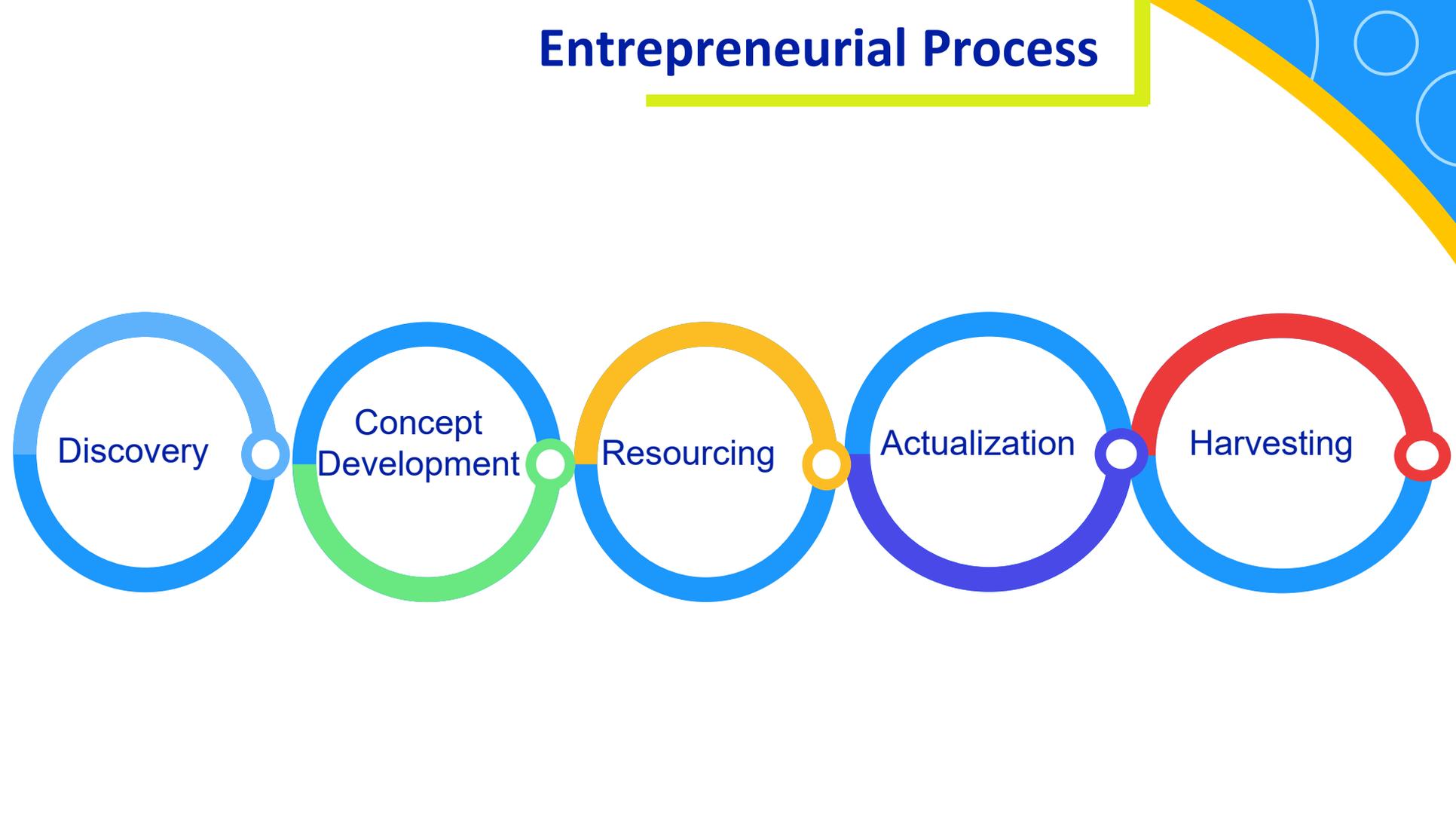
Discovery

Concept  
Development

Resourcing

Actualization

Harvesting



# Step 1: Discovery

A Stage in which the entrepreneur generates ideas, recognizes opportunities, and studies the market

To be considered

- Skills/Hobbies
- Customer needs
- Study demographics
- Conduct surveys & questionnaires



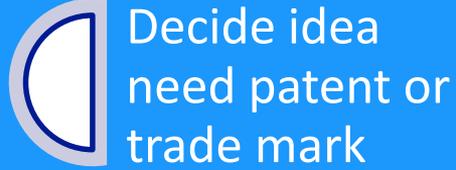
## Step 2: Concept Development



Proposal for Business idea



Physical location/online



Understand both

## Step 3: Resourcing

### Identify

- Financial
- Human
- Capital (joint Venture)

### Do

- Identify Potential Investors
- Apply for loans, grants and financial assistance
- Hire employees



## Step 4: Actualization



### Prepare

- ❑ Grand opening of Business
- ❑ Day to Day Operations

Stage in which the entrepreneur operates the business and utilizes resources to achieve its goals / objectives

## Step 5: Harvesting

The stage in which the entrepreneur decides on venture's future growth, development, or demise

Future  
Plan

Expansion

Change  
Structure

# THANKS



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