



SNS COLLEGE OF TECHNOLOGY

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Entrepreneurship Vs Enterprise

Curriculum and syllabi of R 2023 for 19th ACM



COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

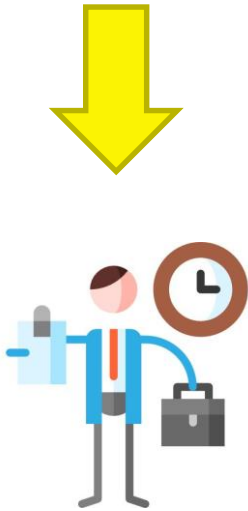
UNIT I : INTRODUCTION

CLASS : I MCA / II SEMESTER



Entrepreneur

French word '*Entreprendre*
(undertake certain activities)



Entrepreneur

An entrepreneur is a person who combines various factors of production, processes raw material, converts the raw material into a finished product and creates utility and sells the produce in the market to earn profit.

Entrepreneurs are made and not born.

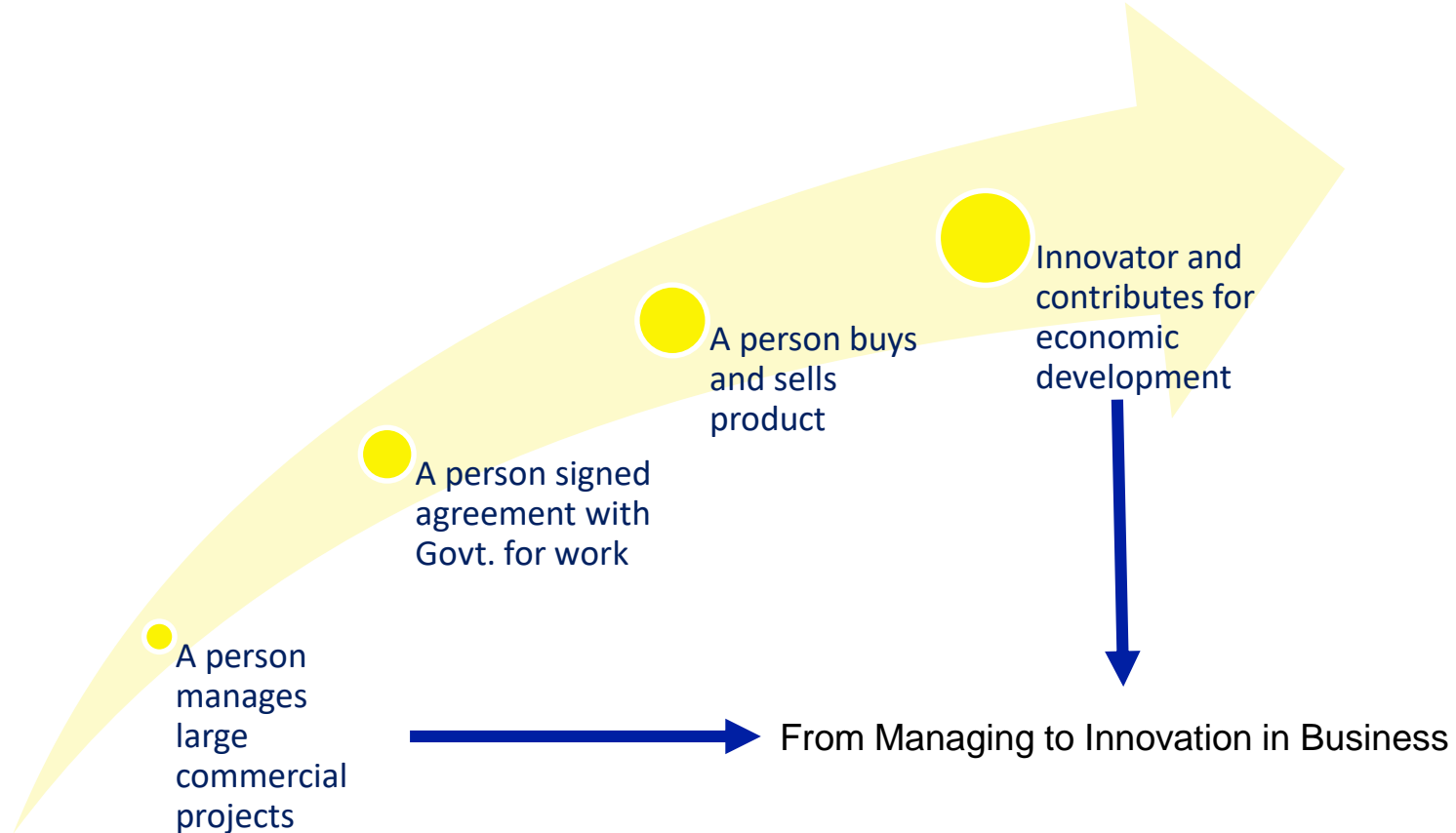


Characteristics of Entrepreneur





Revolution of Entrepreneurship





Entrepreneur - Features

**A person
who sets up /
starts a
business**

**A person who always search
for changes, responds to it
and exploits it as an
opportunity**

creator

**Change
seeker**

Innovator

**Quality
creator**

Risk Taker

**Outstanding
Leader**



Importance of Entrepreneurship

**A Process of action
an entrepreneur
takes to establish a
business**

- ❑ Arranging capitals, labours, site, materials and introducing new techniques
- ❑ It refers the qualities like organizing capability, vision, creativity, innovation, leadership, risk taking, communication, decision making etc.



Importance of Entrepreneurship

Economic

Contributes to National wealth

Creates jobs

Invention

Technology development

Creates competitive environment

Social

Raises income

Promotes self employment

Sows seeds for small enterprises

Widens Entrepreneurial base

Psychological

Enhance life style

Independence

Helps in self expression



Entrepreneur

- ❑ Refers a one or more person
- ❑ Focus on team, their vision, goals and ability to execute ideas
- ❑ Encompasses Identifying opportunities, organizing resources, innovations and managing risks
- ❑ Scope is narrow and limited to this specific business
- ❑ Entrepreneurs act as leaders and decision-makers.

Entrepreneurship

- ❑ Refers a process
- ❑ Creating and managing new ventures
- ❑ Characterized by Innovation and Risk
- ❑ Focus on overall process of nurturing business
- ❑ Examines how ideas are transformed as business aspects
- ❑ Encompassing multiple ventures, industries, and economic ecosystems
- ❑ It guides business creation and growth

Enterprise

- ❑ Refers established organization
- ❑ Focus on operational aspects and management
- ❑ Structural outcome of activities
- ❑ Impact the market through its operational presence



References



TEXT BOOK

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2. Charantimath P. M., Entrepreneurial Development and Small Business Enterprises, Pearson Education, 3rd Edition, 2018



1. Chandra P, Projects: Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill, 9th Edition, 2019
2. Banga T. R. & Sharma S.C., Industrial Organisation & Engineering Economics, Khanna Publishers, 25th Edition, 2015
3. Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons, 8th Edition, 2015