



UNIT IX

ENTREPRENEURSHIP DEVELOPMENT



23 CHAPTER

ELEMENTS OF ENTREPRENEURSHIP

பொருள்கருவி காலம் வினையிடனொடு ஐந்தும்
இருள்தீர எண்ணிச் செயல்.

—குறள் 675

COUPLET

Do an act after a due consideration of the (following)
five, viz. money, means, time, execution and place.



Learning Objectives

To enable the students to understand the

- Entrepreneurship – Meaning, Concept & Definition
- Intrapreneur And Manager - A Comparison
- Women Entrepreneurs – Opportunities and Challenges
- Entrepreneurial Functions
- Promotional Functions, Managerial Functions, Commercial Functions,
- Entrepreneur Characteristics
- Importance Of Entrepreneurship

Chapter Synopsis

- 23.01 Entrepreneurship – Meaning, Concept & Definition
- 23.02 Characteristics of Entrepreneur
- 23.03 Importance of Entrepreneurship
- 23.04 Entrepreneur, Intrapreneur and Manager – a comparison
- 23.05 Women Entrepreneurs – Opportunities and Challenges
- 23.06 Entrepreneurial Functions

The term entrepreneurship denotes the process of setting up one's own business venture as distinct from pursuing any other economic activity or any employment or practicing some profession. The person who establishes business is termed as entrepreneur. The output of an entrepreneurial process ends up in establishing an enterprise. The process of entrepreneurship has been depicted in the following diagram.

