

**ENTREPRENEURSHIP  
MANAGEMENT - EM**

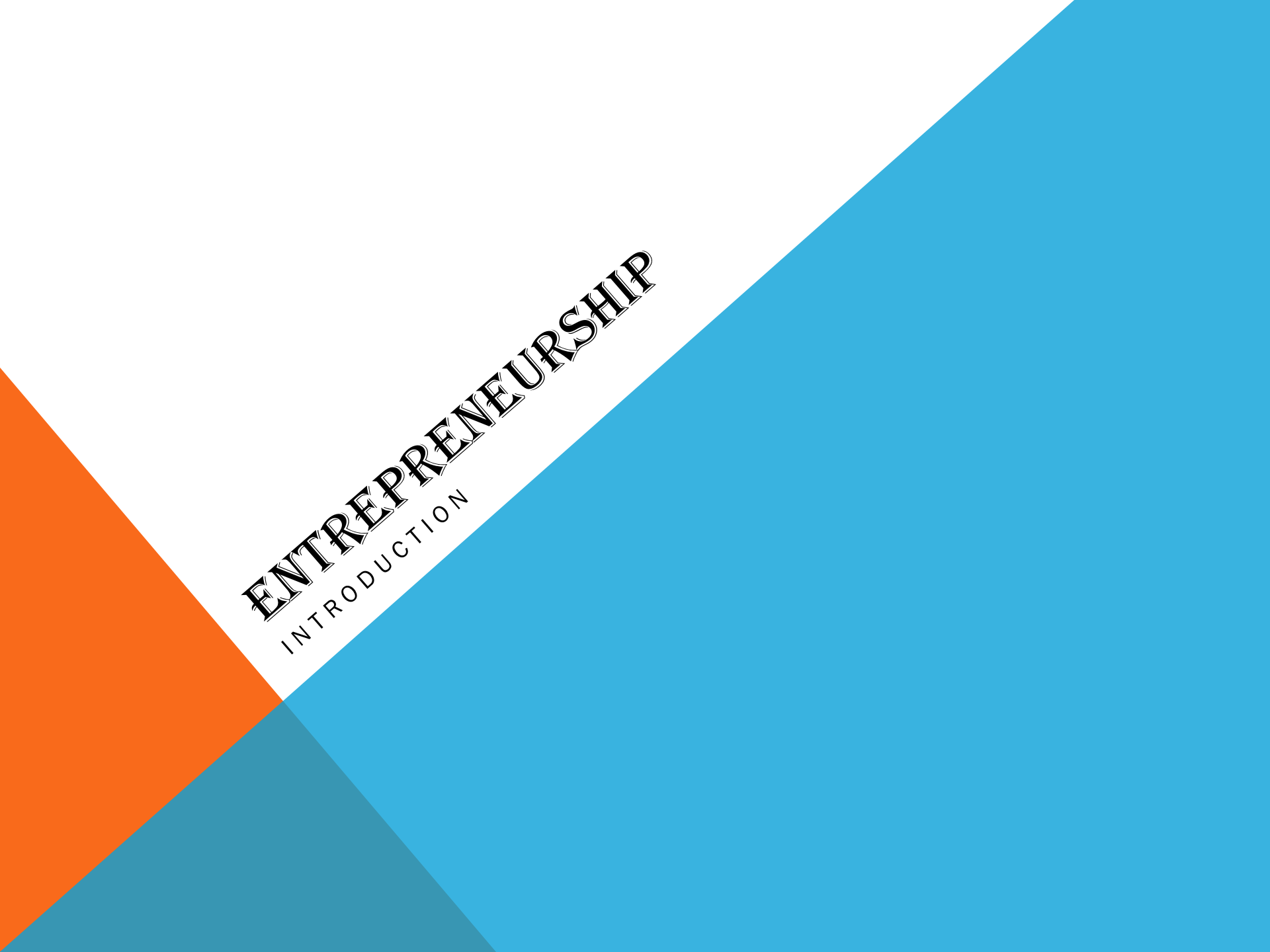
**MMS - IV**



FACULTY:

MS. TEJAL DHULLA





# **ENTREPRENEURSHIP**

INTRODUCTION

# CONCEPT : ENTREPRENEURSHIP



Creative and Innovative response to the environment



Doing New Things

Doing things that are already being done in new way



Concentrate---Business Entrepreneurship



**ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES  
[ EDP ]**

# ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES

\* High Level of Motivation



\* Moderate Risk - Taker



\* Self Confident with Positive Self Image





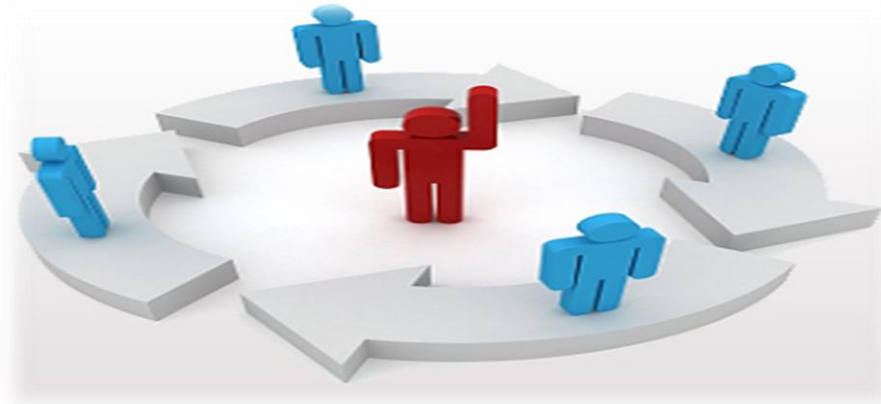


\* Excellent Leadership Qualities

\* Good Business Acumen



\* Problem Solving Attitude



\* Managerial Competencies

# \* Flexibility & Adaptability



# \* Realistic approach to Planning



# \* Independence of thought & action



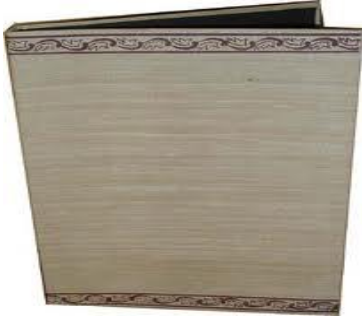
# \* Ability to perceive Opportunities & Threats

# WHO ARE ENTREPRENEURS?????



- \* possibilities for achievements
- \* Need gap & capitalize on the same
- \* self starters

Entrepreneurs are the 1<sup>st</sup> one to embark on innovation





# GLOBAL VIEWS ON ENTREPRENEURSHIP

# DR. JOSEPH A. SCHUMPETER



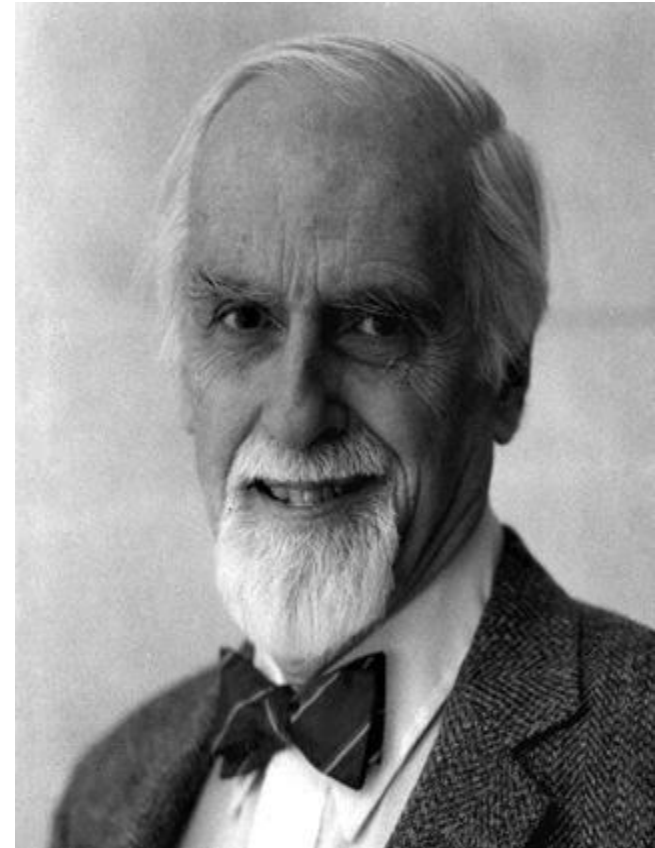
- ◆ **Spl. Emphasis on Innovation as being the creation that distinguishes enterprises from other forms of endeavour**
- ◆ **He Called those who led enterprises , Entrepreneurs**
- ◆ **Nobody is an entrepreneur all the time; one behaves as an entrepreneur only when carrying out innovative activities.**

**INNOVATION**

# DR. DAVID C MC CLELLAND

- ❖ **Imp. High Need of Achievement Motivation (N. Ach)**
- ❖ **This the drive within person that motivates behavior towards accomplishment.**
- ❖ **Entrepreneur context – Is the fulfilment of a goal embodying a reasonable challenge to the individual's competence**

## ACHIEVEMENT MOTIVATION





❖ **Desire For Responsibility**



❖ **Perception of probability of success**



❖ **Preference for moderate risks**



❖ **Stimulation by feedback**



❖ Energetic Activity



❖ Future Orientation

❖ Skill in Organizing



❖ Attitude towards Money

# ADVANTAGE OF DEVELOPING & ENCOURAGING ENTREPRENEURSHIP

## ❖ Employment Generation



## ❖ Distribution of Economic power



## ❖ Optimum utilization of regional resources

# ADVANTAGE OF DEVELOPING & ENCOURAGING ENTREPRENEURSHIP



❖ **Export Potential**

❖ **Regional Development**



❖ **Meeting the demand gap by  
seizing appropriate Opportunity**



# ***BREAK FOR VIDEO***



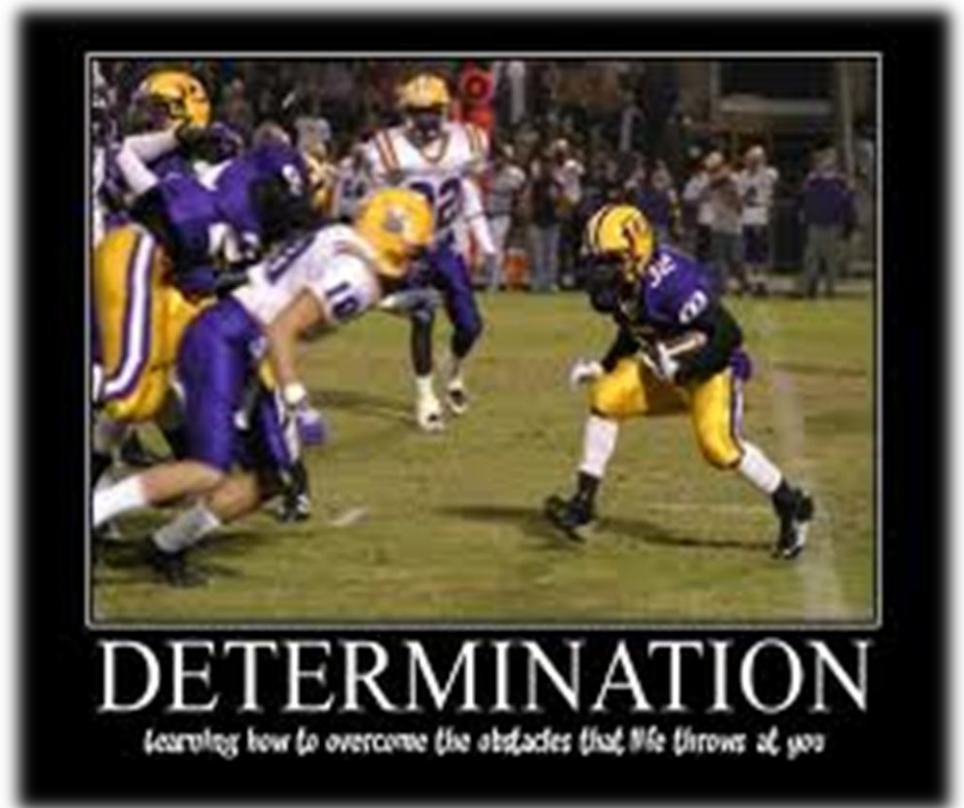
# DYNAMICS OF ENTREPRENEURSHIP



# COMMITMENT



# DETERMINATION



# LEADERSHIP





**WE ALL ARE ENTREPRENEUR?**

