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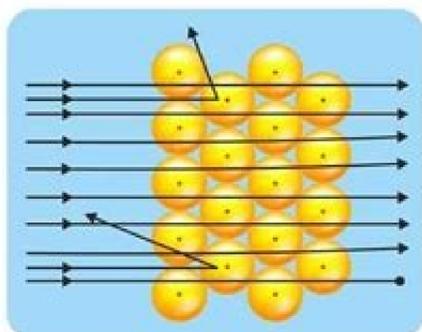
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ENTREPRENEURSHIP

Module 1

**INTRODUCTION TO BUSINESS PLAN
PREPARATION**



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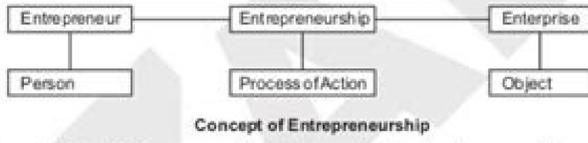
Q. Define Entrepreneurship. Discuss the main Entrepreneurship Traits.

Ans. Meaning of Entrepreneurship : Entrepreneurship refers to a process of action an entrepreneur undertakes to establish his enterprise. It is a creative and innovative response to the environment. In other words entrepreneurship can be defined as an ability to discover, create or invent opportunities and exploit them to the benefit of the society, which in turn brings prosperity to the innovator and his organization.

Definition :

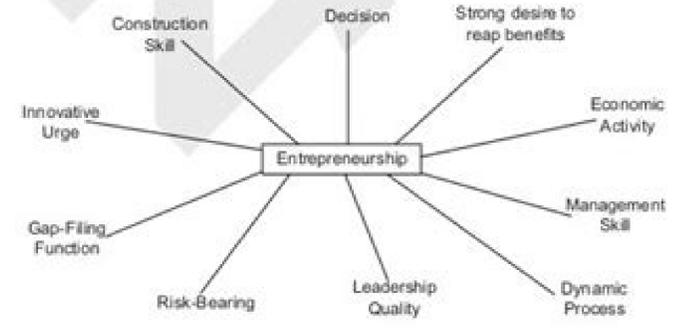
B. Higgins, in his book "The economic Development" has said, "Entrepreneurship is meant the function of seeking investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing a new technique and commodities, discovering new sources of raw materials and selecting top managers of day to day operations of the enterprise."

Concept of Entrepreneurship : Concept of entrepreneurship can be explained with the help of following diagram



Concept of Entrepreneurship

Characteristics of Entrepreneurship : The characteristics of entrepreneurship are:



14th EDITION YEAR 2020-21

ISBN "978-93-89829-92-1"

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PUBLISHED BY OSWAAL BOOKS & LEARNING PVT. LTD.

1/11, Sahitya Kunj, M.G. Road, Agra - 282002, (UP) India

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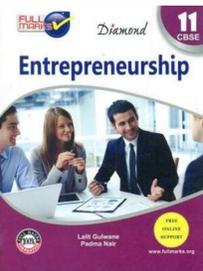
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Reviewed by Chien-Chi Tseng, Colleague Associate Professor, Virginia Tech on 12/29/21 This book provides comprehensive content on small business management. The authors designed this book with a "less can be more" approach, and by treating small business management as a practical human activity rather than as an abstract theoretical concept. These themes assure that students see the material in an integrated context rather than a stream of separate and distinct topics. The information provided in the book is not new (2011 and older). Disaster Watch scenarios, included in most chapters, cover topics that include financing, bankers, creditors, employees, customers who don't pay, economic downturns, and marketing mistakes. Technology is omnipresent in today's business world. Lueder is an Associate Professor Emeritus, Southern Connecticut State University. She has a PhD in Marketing from the City University of New York (Baruch College), an MBA in Management and Marketing from the University of Connecticut, and a B.A. from the University of Wisconsin in Madison. Few texts cover, in any detail, some of the major hazards that small business managers face. Chapter 16: Appendix: A Sample Business Plan Submit ancillary resource Small Business Management in the 21st Century offers a unique perspective and set of capabilities for instructors. Dr. Cadden is the author of many journal articles, book chapters, and proceedings' publications. The text has a format and structure that will be familiar to you if you use other books on small business management. Small Business Management in 21st Century boasts a new feature called Disaster Watch scenarios. Dr. Lueder has been passionate about small business management for more than 25 years. As the life blood of all organizations, cash flow implications must be a factor in all business decision-making. She has also made many presentations at academic conferences. She has taught small business management courses and has integrated the small business perspective into most of the marketing and leadership courses that she teaches. For several years he ran a program at Quinnipiac University where students traveled to Nicaragua to assist local small businesses improve their operations. He received an M.S. in Management from the same institution. Cadden has consulted with several firms including McDonald-Douglas Aircraft and Blue Cross/Blue Shield. read more Chapter 1: Foundations for Small Business Chapter 2: Your Business Idea: The Quest for Value Chapter 3: Family Businesses Chapter 4: E-Business and E-Commerce Chapter 5: The Business Plan Chapter 6: Marketing Basics Chapter 7: Marketing Strategy Chapter 8: The Marketing Plan Chapter 9: Accounting and Cash Flow Chapter 10: Financial Management Chapter 11: Supply Chain Management: You Better Get It Right Chapter 12: People and Organization Chapter 13: The Search for Efficiency and Effectiveness Chapter 14: Icebergs and Escapes Chapter 15: Going Global: Yes or No? Dr. Lueder has published in the New England Journal of Entrepreneurship and The E-Business Review. Prior to coming to Quinnipiac, Dr. Cadden worked for Hazeltine Corporation, Baruch College, and Fairfield University. I found it especially valuable today that the book also has chapters on... He attended Baruch College, which is part of the City University of New York, where he received his MBA and earned his PhD in Management Planning Systems. Yet it brings a fresh perspective by incorporating three distinctive and unique themes and an important new feature (Disaster Watch) which is embedded throughout the entire text. I especially like the chapter contents of marketing basics, strategy, and plan. Second, they explicitly acknowledge the constant need to examine how decisions affect cash flow by incorporating cash flow impact content in several chapters. David Cadden, Professor Emeritus, Quinnipiac University. I suggest the authors update... We provide practical discussions and examples of how a small business can use these technologies without having extensive expertise or expenditures. First, the authors incorporate Dartmouth on 5/22/21 The book has 15 chapters and covers all important aspects of small business management which small business owners and managers must understand. As the proud daughter of a twice-entrepreneur, she has lived the life and has seen the ups and downs of small business ownership. Her non-education employment includes working in government, small business, and United Engineers and Constructors, a large corporation that is a division of Raytheon. Attribution-NonCommercial-ShareAlike CC BY-NC-SA Learn more about reviews. Sandra L. The materials are comprehensive and understandable. She has also taught at Sacred Heart University in Fairfield, CT. read more Reviewed by Wei Chen, Associate Professor, University of Mary Washington on 5/30/20 The book covers all traditional topics of entrepreneurship such as value creation, family business, business plan, marketing strategy, accounting, financing, and organization. Decisions that do not add to customer value should be seriously reconsidered. He teaches in the areas of operations and strategy and places special emphasis in these courses on the unique demands of small businesses. Third, they recognize the need to clearly identify sources of customer value and bring that understanding to every decision.

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