



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA205 - ENTREPRENEURSHIP DEVELOPMENT

I YEAR /II SEMESTER

Unit 1 – ENTREPRENEURSHIP

Topic 2: ED –Types of an Entrepreneur, Difference between Entrepreneur and Intrapreneur,



Types of Entrepreneurship ?

- **Small Business Entrepreneurship**
- **Scalable Startup Entrepreneurship**
- **Large Company Entrepreneurship**
- **Social Entrepreneurship**



Types of Entrepreneurship ?

Small Business Entrepreneurship

- These businesses are a hairdresser, grocery store, travel agent, consultant, carpenter, plumber, electrician, etc.
- These people run or own their own business and hire family members or local employee.
- For them, the profit would be able to feed their family and not making 100 million business or taking over an industry



Types of Entrepreneurship ?

Scalable Startup Entrepreneurship

- This start-up entrepreneur starts a business knowing that their vision can change the world.
- Their goal is to find out the repeatable and scalable business model.
- Facebook, Instagram and online shopping for electronics are the few examples of the scalable startup business.



TYPES OF ENTREPRENEURSHIP ?

Large Company Entrepreneurship

- The concept of this type of entrepreneurship refers to the advancement of new opportunities and ideas within larger and already established companies. This development is seen later on in the life of a company.
- In simple language, it means the creation of new business within the present organization.
- **Ex Jio and Asian Paint**



Types of Entrepreneurship ?

Social Entrepreneurship

- This type of entrepreneurship focuses on producing product and services that resolve social needs and problems.
- Their only motto and goal is to work for society and not make any profits.



Types of Entrepreneurship ?

Social Entrepreneurship

- Social entrepreneurship is the work of a social entrepreneur. A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change.
- Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur assesses success in terms of the impact s/he has on society.”



Types of Entrepreneurship ?

Example of Social Entrepreneurship

Social Entrepreneur: Dr.Govindappa Venkataswamy (Dr. V).

Type of Organization: Trust

Location: Madurai, India

Website: www.aravind.org

Mission: Making medical technology and health care services accessible, affordable and financially self-sustaining

Founded in 1976 by Dr. G. Venkataswamy, Aravind Eye Care System today is the largest and most productive eye care facility in the world.



Difference between Entrepreneur and Intrapreneur

- Entrepreneur refers to a person who set up his own business with a new idea or concept.
- Intrapreneur refers to an employee of the organization who is in charge of undertaking innovations in product, service, process etc.



Difference between Entrepreneur and Intrapreneur

- Intrapreneurs include any person within the company that applies entrepreneurial skills, vision, and forward-thinking into the role that they have in the company.
- One of the big benefits of becoming an intrapreneur is that it allows you to form new ideas, products, and business goals without taking on the risks that come with starting a new business as an entrepreneur, such as no income, limited team, lack of time, unpredictable future, etc



Difference between Entrepreneur and Intrapreneur

BASIS FOR COMPARISON	ENTREPRENEUR	INTRAPRENEUR
Meaning	Entrepreneur refers to a person who set up his own business with a new idea or concept.	Intrapreneur refers to an employee of the organization who is in charge of undertaking innovations in product, service, process etc.
Approach	Intuitive	Restorative
Resources	Uses own resources.	Use resources provided by the company.



Difference between Entrepreneur and Intrapreneur

Capital	Raised by him.	Financed by the company.
Enterprise	Newly established	An existing one
Dependency	Independent	Dependent
Risk	Borne by the entrepreneur himself.	Taken by the company.



RECAP

QUESTIONS???

THANK YOU