



# **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 1: ED –Introduction, Evolution of Entrepreneurs, Characteristics of an Entrepreneur**



# WHAT IS ENTREPRENEURSHIP?

- Entrepreneurship is the act of creating a business or businesses to generate a profit.
- Entrepreneur - An entrepreneur is a person who sets up a business with the aim to make a profit.



# WHAT IS ENTREPRENEURSHIP?

- Entrepreneurship development is the means of enhancing the knowledge and skill of entrepreneurs through several coaching programs and training.
- The main point of the development process is to strengthen and increase the number of entrepreneurs.
- This entrepreneur development process helps new firms or ventures get better in achieving their goals, improve business and the nation's economy.



# Characteristics of Entrepreneurship

➤ **Ability to take a risk**





# Characteristics of Entrepreneurship

## ➤ **Innovation**

- creating new products / services / markets

Ex - Amazon – changing retailing ,  
Swiggy , Google – Digital  
Marketing , Byju's





# Characteristics of Entrepreneurship

## ➤ **Passion**

Passion is what drives entrepreneurs. They usually love what they do, and this helps them invest their time in their projects





# Characteristics of Entrepreneurship

## Ability to network

The ability to connect with people and to recognize opportunities for partnership is crucial to successful entrepreneurship. Meeting new people might facilitate access to resources or knowledge that your business needs.

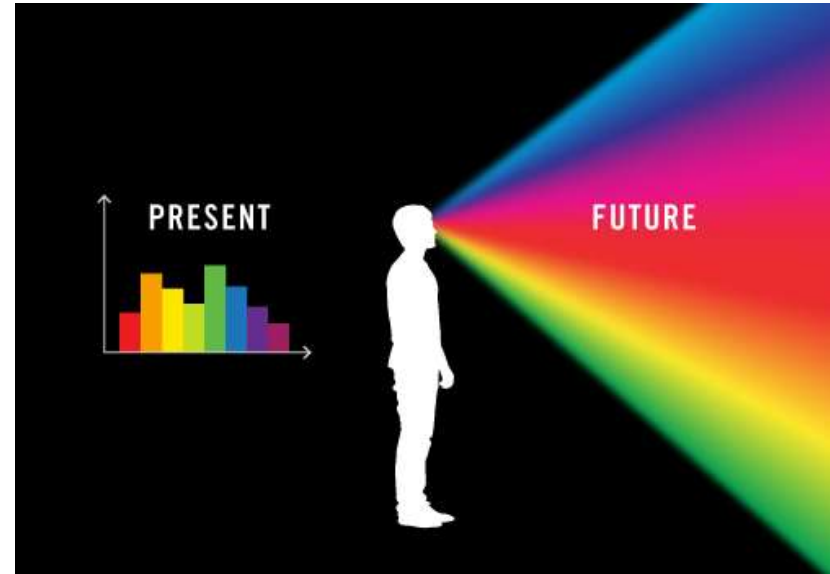




# Characteristics of Entrepreneurship

## ➤ Vision

Entrepreneurs have vision. They see a big picture they wish to accomplish, which fuels their efforts and pushes them to do more. Moreover, vision is what defines the culture and identity of an organization.







**RECAP**

**QUESTIONS???**

**THANK YOU**