DEPARTMENT OF COMMERCE

D. P. VIPRA COLLEGE

Entrepreneurship

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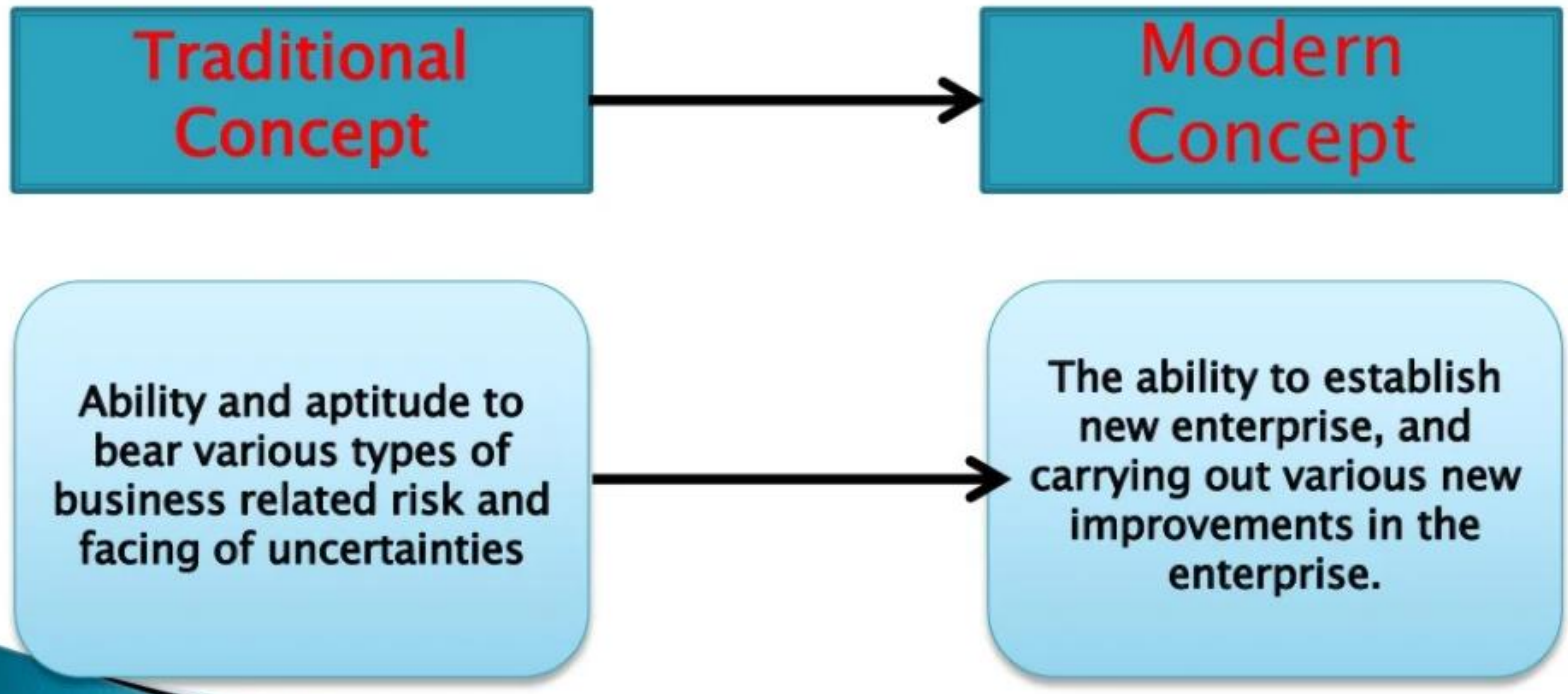
ENTREPRENEURSHIP

Entrepreneurship

- The word entrepreneurship originates from the French word entrependre, which means “to undertake”.
- Entrepreneurship is the key to innovation, productivity and effective competition.
- When a person realizes his ability or capacity and makes its practical use and establishes new business unit this activity is known as entrepreneurship.

Concept of Entrepreneurship

- : Entrepreneurship is an innovative function. It is a leadership rather than an ownership. The process of innovation may be in the form of
- Introduction of a New Product
- Use of a New Method of production
- Opening of a New Market
- The conquest of New Source of supplying Raw Materials - Joseph A. Schumpeter.


Traditional Concept
Modern Concept
Ability and aptitude to bear various types of business related risk and facing of uncertainties
The ability to establish new enterprise, and carrying out various new improvements in the enterprise.

THANK YOU