

* ENTREPRENEURSHIP DEVELOPMENT →

⇒ DEFINITION :-

Entrepreneurship is neither a science nor an art. It is a practice. It is not just about making money. It is all about imagination, flexibility, creativity, willingness to think conceptually, readiness to take risk.

⇒ The word is derived from the French word "entreprendre" which means 'undertakes'.

⇒ The word referred to those who undertake the risk of starting a new enterprise.

* STAGES OF ENTREPRENEURSHIP

→ Fundamentally there are five [often overlapping] stages.

① DISCOVERY :-

In which the entrepreneur generates ideas, recognizes opportunities, and determine the feasibility of ideas, markets and ventures.

② CONCEPT DEVELOPMENT :-

In which the entrepreneur plans the venture, identifies needed resources using a business plan, and identifies strategies for protecting markets or protecting intellectual property.

③ RESOURCING → In which the entrepreneur identifies and acquires the financial, human and capital resources needed for the venture startup.

④ ACTUALIZATION :- In which the entrepreneur operates the venture and utilizes resources to achieve its goals and objectives.

⑤ HARVESTING - in which the entrepreneur decides on the venture's growth, development, or even demise.

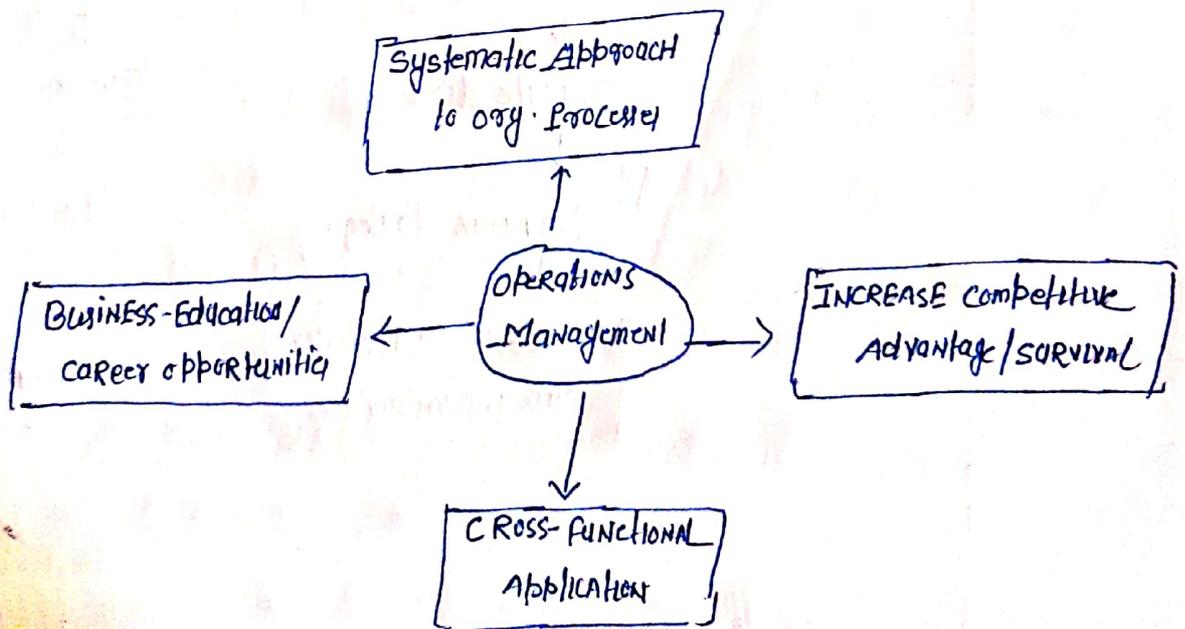
* Benefits of Entrepreneurship. →

- ⇒ opportunity of Huge Personal Financial gain.
- Scope of High order of Job satisfaction, sense of Achievement, self employment.
- ⇒ generation of employment / Income for other.
- ⇒ Contribution to overall growth in the Region / Nation / World.
- ⇒ encourage Higher quality Products.
- ⇒ Development of new Products and Markets.

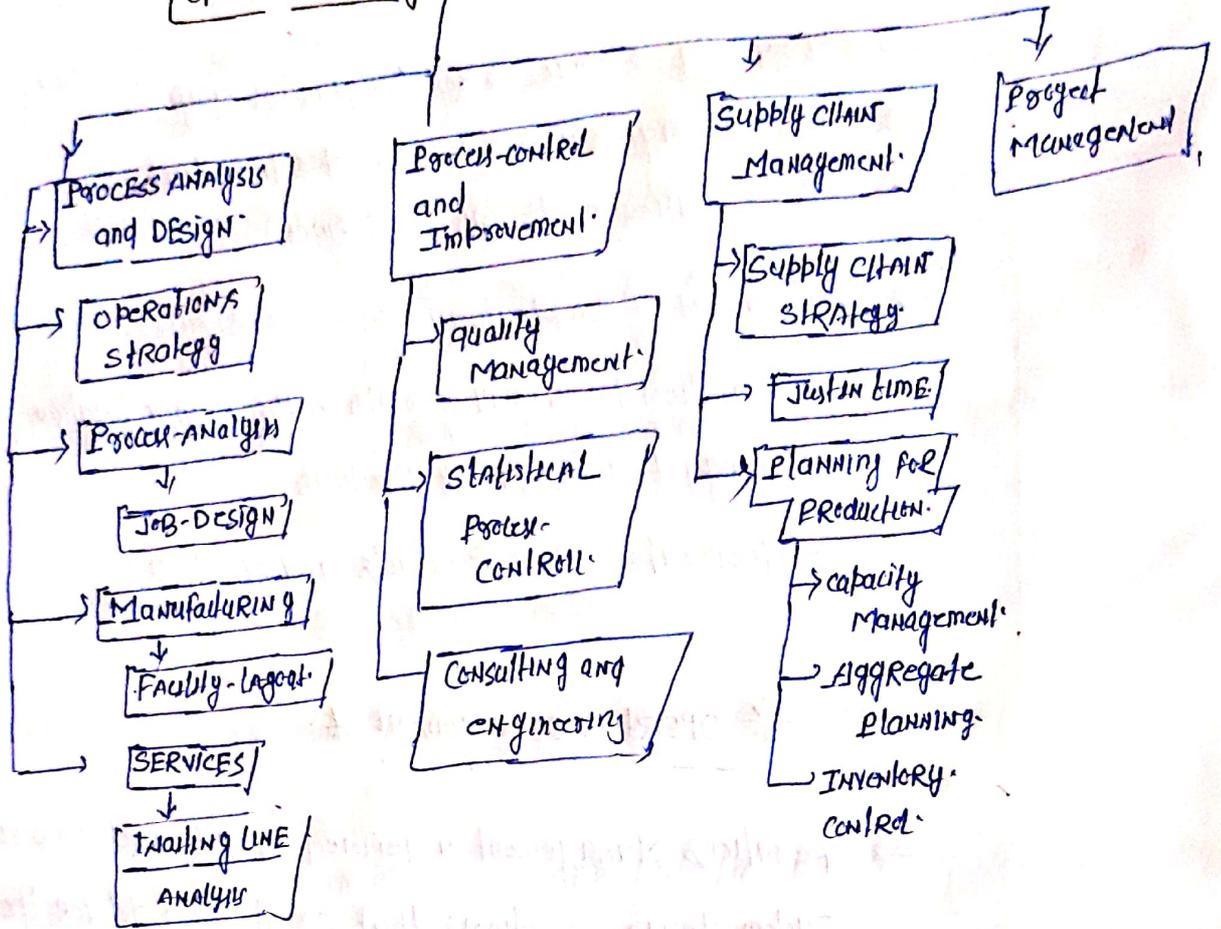
* OPERATIVE Management *

⇒ Operations Management is defined as the and improvement of the System design, operations that create and deliver the firm's Primary Products and services.

* Importance of Management. →

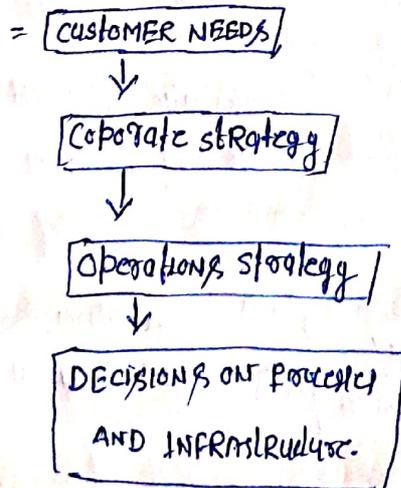


Operations-Management-Overview



* Operations-Strategy

Strategy Process



Example

