

ENTREPRENEURSHIP MANAGEMENT
TECHNOLOGY UP GRADATION FUND SCHEME (TUFS)

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ABSTRACT

What is an Entrepreneur?

An Entrepreneur (ahn'tra pra nur) is a person who organizes and manages a business undertaking, assuming the risk for the sake of profit. Any person (any age) who starts and operates a business is an entrepreneur.

Characteristics of an Entrepreneur

- Action-oriented, highly motivated and ready to take risk
- Unwavering determination and commitment
- Creativeness, Result-oriented, hard working
- Enthusiasm
- Self-confident, dedicated and self-disciplined
- Thinker and do-er
- Future vision, intelligent, imaginative, self-directed

KEYWORDS: Entrepreneurship Management