

FOUNDATION OF ENTREPRENEURSHIP

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INTRODUCTION

This book as guidance to students for subject Foundation of Entrepreneurship offered at University Malaysia Kelantan.

AIMS

The main purpose of this book is to gives practical and guidance to students with a basic understanding of Entrepreneurship. This book caters to first level undergraduate students.

LEARNING OUTCOME

At the end of this book, student able to:

1. Describe the theories, concepts, cultures and characteristics of entrepreneur in entrepreneurial activities. (C2, PLO1, Knowledge)
2. Practice entrepreneurial processes and characteristics according to the business plan proposed in the entrepreneurial activity. (A2, PLO4, Interpersonal skills)
3. Propose a business plan based on an effective entrepreneurial skill (A3, PLO10, Entrepreneurship Skills)

SYNOPSIS

This book is written in tenth chapters and gives practical and guidance to students with a basic understanding of entrepreneurship. The first chapter offers readers an overall picture of foundation of entrepreneurship while the subsequent chapters about business opportunity recognition, marketing strategies, type of business entities, business plan, human resource management, operation plan, financial plan and Ethics and professionalism in business. The questions are carefully selected from various sources available to provide students with a valuable insight into the examination need. It is hoped that this book will help students to master the needed knowledge and at the same time be prepared for their examinations.