

Secondary Course

249 - ENTREPRENEURSHIP



249en



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A Word with You

Dear Learner,

I am happy that you have chosen Entrepreneurship as one of the subjects at the Secondary level. Welcome to the course in Entrepreneurship.

As you know, many of us have ideas to start one's own business. Many young minds are leaving high paying jobs and choosing entrepreneurship as a career. In this context, it is our attempt to provide learners with basic understanding of entrepreneurship, its types and characteristics. In addition to that, we also intend to familiarise you about various concepts like innovation, value addition, theories of motivation, the process of setting up an enterprise and also to familiarise you with the entrepreneurial eco-system and government support available for setting up of enterprises. It would also give you an idea about how and why to choose entrepreneurship as a career option.

This course has six modules, namely Entrepreneurship, Creativity and Innovation, Entrepreneurial Motivation, Entrepreneurial Opportunities, MSME and Entrepreneurial Ecosystem and Project Work. Each lesson has been designed keeping in view the requirements of self-motivated learners like you through Open and Distance Mode. It has a text written in simple language, supplemented by pictures/figures to make it clear at a glance. All these will include Intext Questions which will appear after every section of the lesson. They will normally be very short answer type questions consisting of objective type, true and false, match the column, fill in the blanks and Multiple Choice Questions which will help you to understand the extent to which you have learnt the section. You will find the key to these questions at the end of the lesson. If you are able to answer the questions, you can proceed further. Otherwise, you should learn the section again.

I hope you will find the lessons interesting and will be able to apply your knowledge in real-life situations. So, read all these lessons carefully and prepare well for the examinations.

You ultimately have to enter the field of work which may be either wage employment or self-employment. Your success at the place of work will depend on how skillfully you have performed your assigned job. The last module has been designed to develop the skill of performing assigned jobs using the case study approach.

It is expected that project work will help you in developing the skills to understand the various aspects of entrepreneurship and make it a meaningful experience in your life.

The examination in Entrepreneurship will consist of one paper which carries 100 marks. For your practice, a sample question paper has been given at the end of the book. This is followed by detailed marking scheme which will tell you how your answers will be evaluated. Try to answer all the questions and compare those with the answer given in the marking scheme.

In case you have any difficulty in your studies, do not hesitate to write to me.

Happy studies!

Wishing you success and luck.

Course Committee

How to use the Study Material

Congratulation! You have accepted the challenge to be a self-learner. NIOS is with you at every step and has developed the self-learning material in 'Early Childhood Care and Education' with the help of a team of experts, keeping you in mind. If you follow the instructions given, then you will be able to get the best out of this material. The relevant icons used in the material will guide you. These icons have been explained below for your convenience.

Title: It gives a clear indication of the contents within. Do read it.



Learning Outcomes : These are statements that explain what you are expected to learn from the lesson. The objectives will also help you to check what you have learnt after you have gone through the lesson. Do read them.

Notes: Each page carries empty space in the side margins, for you to write important points or make notes.



Intext Questions: Very short answer self check questions are asked after every section, the answers to which are given at the end of the lesson. These will help you to check your progress. Do solve them. Successful completion will allow you to decide whether to proceed further or go back and learn again.



Suggested Activities: Certain activities have been suggested for better understanding of the concept.



What You Have Learnt: This is the summary of the main points of the lesson. It will help in recapitulation and revision. You are welcome to add your own points to it also.



Terminal Exercises: These are long and short questions that provide an opportunity to practice for a clear understanding of the whole topic.



Answers to Intext Questions: These will help you to know how correctly you have answered the questions.

Glossary: An alphabetical list of difficult words related to subject used in lessons has been provided and explained for better understanding.

Web Resources: These websites provide extended learning. Necessary information has been included in the content and you may refer to these for more information.

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* Lessons are for Formative Assessments (TMA) only.

Module 1

ENTREPRENEURSHIP

Maximum Marks - 20

Study Hours 45

Entrepreneurship is the act of being an entrepreneur. The learner on completion of this module will be able to understand the concept and definition of entrepreneurship. Its types and functions, ethics, values of entrepreneur and importance of entrepreneurship. You shall also learn about the qualities of entrepreneurs.

Lesson 1 Introduction to Entrepreneurship

Lesson 2 Entrepreneur

Lesson 3 Importance of Entrepreneurship