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Entrepreneurship is a process of creating enterprise by taking a

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financial risk in order to get the profit whereas management is an art of getting things done through proper planning, organizing, directing and controlling. An entrepreneur is focused on new business venture whereas the main focus of management is to manage the ongoing operation.

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The course provides you with an introduction to the concepts and skills necessary to identify and develop opportunities to launch a startup, new product or service. Using flipped learning techniques, you will learn and experience first-hand the process skilled entrepreneurs go through before committing to launching their venture.

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Entrepreneurship - Wikipedia

For courses in Small Business Management, Entrepreneurship, New Venture Creation, and New Venture. Management. The Foundation to Building a Successful Small Business. Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical thinking skills they need to position themselves for

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