



Courses of English Language (second semester)	
Class	Set by
Master 1 : Communication and public relations	Dr. Houfani Asma



WHAT IS  
ENTREPRENEURSHIP?



- **Ability to take a risk**- Starting any new venture involves a considerable amount of failure risk. Therefore, an entrepreneur needs to be courageous and able to evaluate and take risks, which is an essential part of being an entrepreneur.
- **Innovation**- It should be highly innovative to generate new ideas, start a company and earn profits out of it. Change can be the launching of a new product that is new to the market or a process that does the same thing but in a more efficient and economical way.
- **Visionary and Leadership quality**- To be successful, the entrepreneur should have a clear vision of his new venture. However, to turn the idea



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into reality, a lot of resources and employees are required. Here, leadership quality is paramount because leaders impart and guide their employees towards the right path of success.

- **Open-Minded-** In a business, every **circumstance** can be an opportunity and used for the benefit of a company. For example, Paytm recognised the gravity of demonetization and acknowledged the need for online transactions would be more, so it utilised the situation and expanded massively during this time.
- **Flexible-** An entrepreneur should be flexible and open to change according to the situation. To be on the top, a businessperson should be equipped to embrace change in a product and service, as and when needed.
- **Know your Product-**A company owner should know the product offerings and also be aware of the latest trend in the market.

**The main importance of entrepreneurship is :**

- Creation of Employment
- Innovation
- Impact on Society and Community Development
- Increase Standard of Living
- Supports research and development

<u>English</u>	<u>Arabic</u>
Entrepreneurship	
entrepreneur	
readiness	
enterprise	
uncertainties	
profit	



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land	
labour	
natural resources	
capital	
startup venture	
risk	
invention	
Innovation	
Leadership	
Open-Minded	
opportunity	
circumstance	
transactions	
flexible	
Standard of Living	

1. Complete the following definitions by the correct concepts:

- Entrepreneurship.- The entrepreneur

- .....is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit.
- ..... is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits.



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2. Complete the following table by the correct statements:

- Impact on Society and Community Development
- Visionary and Leadership
- Increase Standard of Living quality
- Open-Minded
- Know your Product
- Supports research and development

characteristics that make entrepreneurship successful	main importance of entrepreneurship