



## Unit - 1 Entrepreneurship



- **Meaning of Entrepreneurship :**
- Entrepreneurship is the process of creating a business or improving an existing one by identifying and exploiting new opportunities. It involves taking risks, organizing resources, and managing a business.
- **Who is an Entrepreneur ?**
- An entrepreneur is a person who starts a business, or owns a business, and takes risks to create wealth. They are often innovative and are willing to take losses in order to make money.

