

Subject: Business Economics

Course: B.A., 6th Semester, Undergraduate.

Paper No: 651

Paper Title: Entrepreneurship and Family Business.

Unit No.: 2 (Two)

Title: Creative Issues and Idea Processing

Lecture No: 2 (Two)

Title: Creative & Organization - A Managerial Perspective

Summary

The global financial and economic crisis has increased attention on entrepreneurship. Entrepreneurship and entrepreneurs have long been recognised as important sources of innovation, and thereby also of growth and employment. In this session students have been exposed to the different aspects of entrepreneurship.

In this session students got idea about managerial responsibility through different roles of manager as customers, investors, etc...

Now Students are able to understand different sources for financing for business. Moreover students got idea about fixed and working Capital. Students also learn about Some important sources for business ideas could be consumers, government policies and priorities, distribution channel, promotional techniques in use, research and development and existing product and services