



FUNGSI EKONOMI WIRAUSAHA

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The entrepreneur in economic

Entrepreneurs are, first and foremost, economic actors. The tasks they undertake, their social context and who they are as people are of course important.



The entrepreneur is, first and foremost, an agent of economic activity



Entrepreneurship: wealth, utility and welfare

The world is getting richer.

The western world (western Europe plus North America) is the global economic powerhouse (over 70 per cent of total world economic output). Global prosperity has been added to greatly by the growth (albeit with a recent stall) in Southeast Asia, China and, to a lesser degree, India, and (with some recent economic crises) Latin America

Some growth has occurred in sub-Saharan Africa, especially Southern Africa, though generally economic growth in Africa is a cause for concern. The question of what drives this increase in global wealth is an issue that engenders not just economic but also political and moral debate. We may attribute this increase in wealth (wholly, or in part) to one or more of three economic institutions: entrepreneurial activity (in smaller firms), large, established corporations or government

Discussion point

Compare and contrast the economic function of an ‘innovating’ entrepreneur with that of a ‘trading’ entrepreneur. Is it possible to make such a clear-cut distinction in the modern business world?



REFLEKSI

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Thank You