



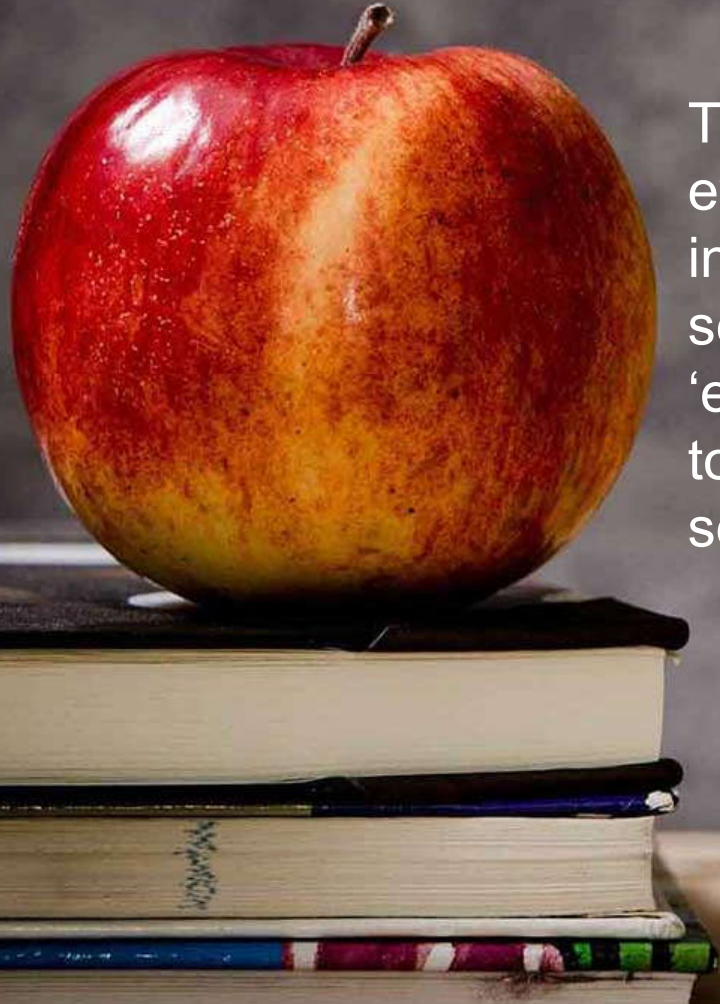
SIFAT DASAR KEWIRAUSAHAAN

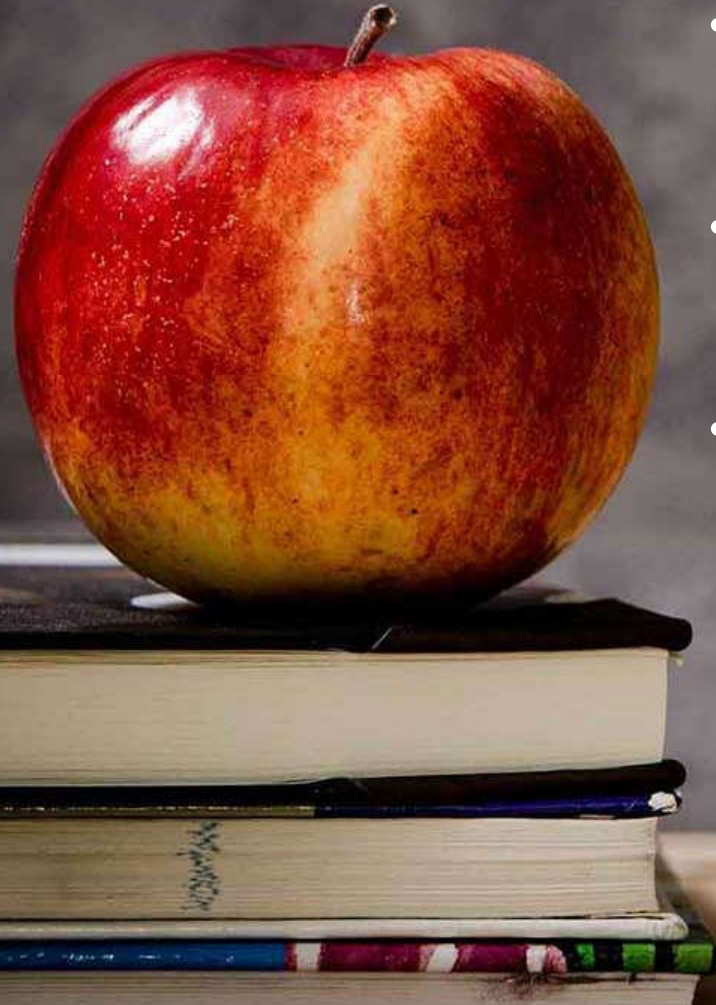
Aryan Eka Prastya Nugraha, S.E., M.Pd
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What is entrepreneurship?

The word 'entrepreneur' is widely used, both in everyday conversation and as a technical term in management and economics. Its origin lies in seventeenth-century France, where an 'entrepreneur' was an individual commissioned to undertake a particular commercial project by someone with money to invest





The entrepreneur can be considered as:

- **a manager undertaking an activity** – i.e. in terms of the particular tasks they perform and the way they undertake them;
- **an agent of economic change** – i.e. in terms of the effects they have on economic systems and the changes they drive; and as
- **an individual** – i.e. in terms of their psychology, personality and personal characteristics (including peculiarities in cognitive strategy and style) .



The entrepreneur's tasks

- Founding new organisations
- Bringing innovations to market
- Identification of market opportunity
- Application of expertise
- Provision of leadership
- The entrepreneur as manager



The role of the entrepreneur

- Combination of economic factors
- Providing market efficiency
- Accepting risk
- Maximising investors' returns
- Processing of market information



REFLEKSI

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