



# SIFAT DASAR KEWIRAUSAHAAN

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# What is entrepreneurship?

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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

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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) .
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# The entrepreneur's tasks

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- 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

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

- Informasi penting hari ini

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- Manfaat penting dari informasi penting hari ini

- Tindak lanjut yang dapat saudara lakukan
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Thank You