

# Chapter 1: Discovering entrepreneurship & small business management

## Introduction:

- This chapter provides essential information regarding the concepts of 'entrepreneurship', 'entrepreneur', 'intrapreneurship' and 'intrapreneur'.
  - It also provides explanation of what it takes to be a business owner.
- The chapter will further engage with small business management for a wider perspective to entrepreneurship as a broader and elusive concept.
- Subsequent chapters will provide more details about how to generate and screen business ideas, how to assess feasibility and viability studies and other related business functions associated with how to start and manage a business.
- The universal growth of interest in entrepreneurship is inspired by its potential for economic growth and also for addressing unemployment.
- **Entrepreneurs** are people with a potential to identify opportunities in either a new or an existing business and are capable of discovering **market** needs.

# Entrepreneurship And Small Business Management

## Chapter 1

**Jicheng Xie**



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