

ENTREPRENEURSHIP · CHAPTER 1

Entrepreneurship: Concept and Functions

A 1-page guide for parents · 90-second read.

EXPECTED MARKS

8 marks

TIME TO MASTER

3-4 hrs

HELPLINE

70330 05444

WHAT THIS CHAPTER IS, IN PLAIN ENGLISH

This is the very first chapter of Class 11 Entrepreneurship. It explains WHO an entrepreneur is, WHAT entrepreneurship means as an activity, and HOW it differs from simply being a manager or running any business. Your child learns the three closely-related words — entrepreneur (the person), entrepreneurship (the process) and enterprise (the business that results) — the qualities that make an entrepreneur succeed, the functions an entrepreneur performs (setting up, running, and the core business jobs), the different TYPES of entrepreneurs, and why entrepreneurship matters for jobs and economic growth in India. These are foundational ideas the whole subject is built on.

5 QUESTIONS TO ASK YOUR CHILD

- What is the difference between an entrepreneur, entrepreneurship and an enterprise?
- How is an entrepreneur different from a salaried manager?
- What are the three groups of functions an entrepreneur performs?
- What are the four types of entrepreneurs (by attitude to innovation)?
- Name three ways entrepreneurship helps the Indian economy.

WEAK-SPOT INDICATORS

- If your child uses 'entrepreneur', 'entrepreneurship' and 'enterprise' as if they mean the same thing, the foundation is shaky.
- If they say an entrepreneur and a manager do the same job, every distinguish-type question will go wrong.
- If they call entrepreneurial risk a 'gamble' or confuse innovation with invention, marks will be lost on exactly the points examiners test.

WHEN TO WORRY — AND WHAT TO DO

If your child treats this as a list to memorise rather than ideas to understand, they will score around 50%, not 90%. Spend twenty minutes talking about a real local business (a successful local food brand, a women-run venture, a tech startup) and label its founder's functions and type together — that turns rote learning into understanding.

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