



1. 1 Entrepreneurship and Small Business

1.1.1 Entrepreneurship and intrapreneurship

1.1.2 New ventures and small business

1.1.3 The demographics of entrepreneurship

1.1.4 The entrepreneur – notion and myths

Change is here



Environmental & social change

Global warming

Coronavirus pandemic, recession & rising unemployment

Political & market turbulence, mass immigration

Changing competition

Increasing global competition + concentration & consolidation in some industries

Shift from economies of scale to economies of scope & market niches

Technological change

Shift from industrial to knowledge-based economies

Global connectivity & communication

Deconstruction of value chains
Data monetization & mining

Decreasing fixed costs in some industries

What is Entrepreneurship?



New ideas

Generate employment

The discovery of opportunities

The creation of opportunities

Occurs due to entrepreneurs

Good for society!

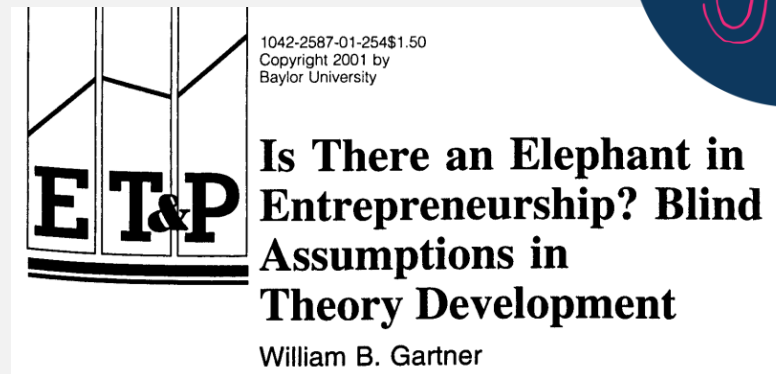
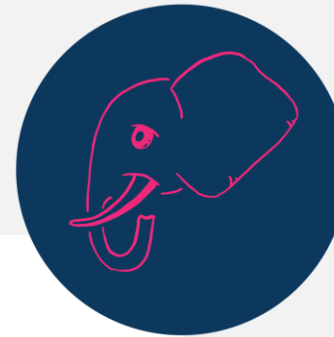
One solution for brain drain?

A lot of definitions



Burns (2022) does not define entrepreneurship – instead a focus on the *Entrepreneur*

(see part 1.1.4)



Focus on new business creation



“Entrepreneurship the creation of new organization”

(Scott, 2013, p. 169).

“The carrying out of the new organization of any industry, [...]”.

(Schumpeter, 1934, p. 66)

“Entrepreneurship is the creation of organizations. What differentiates entrepreneurs from non-entrepreneurs is that entrepreneurs create organizations, while non-entrepreneurs do not”.

(Gartner, 1988, p. 11).

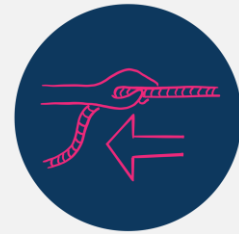
Triggers to entrepreneurship



Push factors

Necessety

- Poverty
- Unemployment
- Disagreements
- 'Misfit'
- No other option



Pull factors

Oppurtunity

- Independence
- Achievement
- Wealth
- Recognition
- Personal development

Barriers to entrepreneurship



Barriers to start-up

- Need for regular income
- Fear of loss of capital
- No capital
- Risk averse
- Doubts about ability

Entrepreneurship within companies – Intrapreneurship



People developing new products or businesses & operating within a company that is not owned by them self.



This is a TED talk by Joshua Mitro Lavra making the case for intrapreneurship

<https://www.youtube.com/watch?v=6pm1bbLMqZE>

Group assignment



- What are the barriers to entrepreneurship you face and how might they be overcome?
- What would “push” or “pull” you into entrepreneurship?
- Should all students at university be taught entrepreneurship? Why/Why not?
- Discuss changing commercial environment in your country and analyse how it impacts on entrepreneurship.

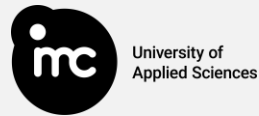


Acknowledgments



This Material is Part of the Education Package produced within the Erasmus+ Project: ENDORSE

Project Partners:



ENDORSE Educational Material Entrepreneurship © 2024 by ENDORSE is licensed under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



Logos of Partner Institutions and Erasmus+ are excepted.