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WHAT IS ENTREPRENEURSHIP ABOUT

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В статті уточнено поняття «підприємництво», наведено відповідність зайнятості робочих місць, пов'язаних з підприємницькою діяльністю поряд із підготовкою в цієї сфері.

The article deals with specifying the notion of "entrepreneurship" and considering the relevance of jobs, connected with it as well as the specifics of training in this field.

Nowadays you can hardly find consensus in perception and defining what entrepreneurship is about. Some people think that it is about creating business to generate profit. However, others think, that it is about transforming the world by solving large-scale problems (creating an innovative product or finding out innovative solution).

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business and the people, who create these businesses are called entrepreneurs.

The **purpose** of the article is to specify the term "entrepreneurship", to consider possible functions and roles of entrepreneurs in business, educational requirements and available training programs for entrepreneurs-to-be.

Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit"[1]. While definitions of entrepreneurship typically focus on the launching and running of businesses due to the high risks involved in launching a start-up, a significant proportion of businesses have to close due to "lack of funding, bad business decisions, an economic crisis, lack of market demand – or a combination of all of these" [1].

Entrepreneurs act as managers and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. The ability to multi-task is the key, especially at the beginning of an enterprise, where an entrepreneur may need to function as a bookkeeper, customer service agent and marketing expert.

Other than the path of owning your own business, participating in a family business or starting a partnered venture, entrepreneurs also take up roles in the field of business consulting, sales, research and development, not-for-profit management and mid-level management [2].

Educational requirements for entrepreneurs are non-specific; however, a strong business background can be helpful in securing financial support. While successful entrepreneurs are well trained in their fields, qualifications can vary. For example, aspiring restaurateurs may be new graduates of culinary schools and hospitality programs or skilled chefs. However, someone with a Master of Business Administration (MBA), who knows nothing about cooking, but has always dreamed of owning a great neighborhood pub, may also qualify as an entrepreneur. All entrepreneurs need capital, so the ability to write an effective business plan is vital.

Entrepreneurship is a possible field of study for business students in a Bachelor's Degree program. An entrepreneurship major applies business, finance and management principles to starting or owning a business.

Students in a bachelor's-level business administration program may be able to choose an entrepreneurship major or focus, combining management, marketing, finance and accounting with an emphasis on business ownership of either a startup or an existing business.

Part-time entrepreneurship programs target business management students on the path to owning a family-operated business - they may already be employed or apprenticed in the family venture. Online and weekend-only programs are also available.

Students, who major or specialize in entrepreneurship may learn how to assess risks, associated with business management, make responsible decisions and recognize business opportunities within and outside their own businesses. Entrepreneurship students anticipating leadership positions in family businesses can learn to modernize the technology of the family business and adapt to market trends.

Besides, entrepreneurship allows people to do what they want – to follow their passion. It is important not only for the sake of business. It plays a major role in the economy of a country as well [3]. It creates new job opportunities. When entrepreneurs start a business they need to hire others to build up the company. Moreover, entrepreneurship causes economic growth.

Entrepreneurs provide wealth. When starting a new business, entrepreneurs tend to sell their product for a low price first. This way people get to know the product and have the opportunity to test the product and to buy a high-quality one for a low price. In what follows entrepreneurship fosters the economy of a country.

On the bases of above mentioned it should be concluded, that one of the most important aspects of entrepreneurship is that it helps to bring new products and creative ideas of entrepreneurs to the market - without these processes our world would never develop as it is today in the fields of culture, science and technology.

References

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