

Entrepreneurship and Small Business Management

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Abstract: *Entrepreneurship and small business management are important for economic growth and innovation, and they shape the business landscape. In fact, every large company started as a small business led by an entrepreneur. Entrepreneurial skills are in demand in both established companies and new businesses. Students who learn to think independently and stay calm under pressure are in high demand. The process of identifying a need in the market, taking the risk to create an organization to meet that need, and making a profit. Entrepreneurship involves creativity, risk-taking, and vision. The ongoing process of owning and operating an established business, which involves managing resources, leading effectively, and making strategic decisions.*

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