Entrepreneurship and small business

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Abstract
Starting and running your own enterprise is one of the most rewarding but challenging ways to develop a business career. This text provides students with the theoretical and practical knowledge needed to successfully own and manage a new, small or growing business venture. It covers all of the key concepts and tools needed in both entrepreneurship and small business management. It provides comprehensive information about small business management and entrepreneurship in Australia, New Zealand, China, India, Singapore, Malaysia and Hong Kong, providing students with a truly international perspective.

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Starting and operating one’s own business has been becoming an interest area for individuals from different stock of life. It may be a man or woman, someone from reach or poor family background, a technologist or someone without sophisticated technological background, a college graduate or high school dropout. This material is designed to help you understand different concepts of entrepreneurship and competencies in entrepreneurial development and small business management. It also provides you the desired knowledge, skills, and competencies that would enable you to become confident entrepreneurs who are capable to create and innovate important business ideas.