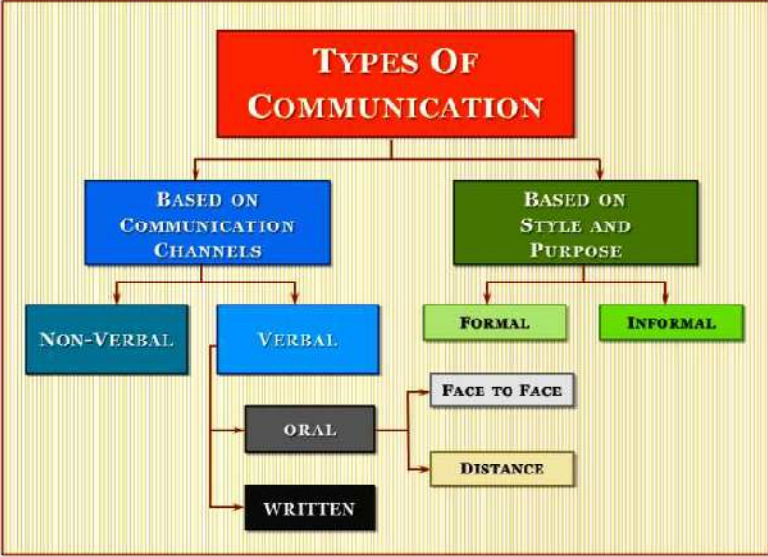


Communication Skills

1.	Communication is the imparting or exchanging of information by speaking, writing or using some other medium and means of sending or receiving information.				
2.					
3.	<p>Learning objectives of Effective communication</p> <ol style="list-style-type: none"> 1. Development of Interpersonal Skills 2. To express effectively & with maximum efficiency 				
4.	Writing is a form of communication that allows students to put their feelings and ideas on paper, to organize their knowledge and beliefs into convincing arguments, and to convey meaning through well-constructed text. In its most advanced form, written expression can be as vivid as a work of art.				
5.	Phrases- Phrases are a group of words that work together to communicate an element of speech.				
6.	Sentences: A set of words that is complete in itself, typically containing a subject and predicate, conveying a statement, question, exclamation, or command, and consisting of a main clause and sometimes one or more subordinate clauses.				
7.	<div style="text-align: center;">4 Types of Sentences</div> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Declarative Sentence</p> <ul style="list-style-type: none"> • Tells something. • Ends with a period. (.) </td> <td style="width: 50%; vertical-align: top;"> <p>Interrogative Sentence</p> <ul style="list-style-type: none"> • Asks a question. • Ends with a question mark. (?) </td> </tr> <tr> <td style="vertical-align: top;"> <p>Exclamatory Sentence</p> <ul style="list-style-type: none"> • Shows strong feeling. • Ends with an exclamation mark. (!) </td> <td style="vertical-align: top;"> <p>Imperative Sentence</p> <ul style="list-style-type: none"> • Gives a command. • Ends with a period or an exclamation mark. (. or !) </td> </tr> </table>	<p>Declarative Sentence</p> <ul style="list-style-type: none"> • Tells something. • Ends with a period. (.) 	<p>Interrogative Sentence</p> <ul style="list-style-type: none"> • Asks a question. • Ends with a question mark. (?) 	<p>Exclamatory Sentence</p> <ul style="list-style-type: none"> • Shows strong feeling. • Ends with an exclamation mark. (!) 	<p>Imperative Sentence</p> <ul style="list-style-type: none"> • Gives a command. • Ends with a period or an exclamation mark. (. or !)
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8.	Parts of speech- A category to which a word is assigned in accordance with its syntactic functions. In English the main parts of speech are noun, pronoun, adjective, determiner, verb, adverb, preposition, conjunction, and interjection.				
9.	Article writing is the process of creating a non-fiction text about current or recent news, items of general interest or specific topics.				
10.	A paragraph is a series of sentences that are organized and coherent, and are all related to a single topic.				
11.	Barriers to Effective Communication				

A communication barrier is thus anything that prevents us from receiving and understanding the messages others use to convey their information, ideas and thoughts.

1. **Physical Barriers** – Physical barriers separate people from each other and mark territories.
2. **Language Barriers** – Not using words another can understand will certainly stop your message from being conveyed.
3. **Gender Barriers** – Variation exists among masculine and feminine styles of communication.
4. **Attitudinal Barriers** - as those behaviors or perceptions that are divisive in nature – the ones that can lead to nagging doubt, sullen disagreement or even overt conflict.
5. **Perceptual Barriers** – Different world views can create misunderstanding. People tend to interpret messages from their own point of view or ideologies.
6. **Cultural Barriers** – Ethnic, religious, and social differences can often create misunderstandings when trying to communicate.
7. **Emotional Barriers** –If one is consumed with emotion he will have difficulty in understanding what is communicated.

Answer the following quiz questions-

1. Not stating instructions clearly is an example of..... (language barrier)
2. Not understanding the customs or traditions of a speaker could mean there is a..... (cultural barrier)
3. When you are overcome by your own feelings and unable to communicate well it means there is an(emotional barrier)
4. Using slang or words that are used within your own social group is an example of a (cultural barrier)
5. You may like to have your own private cabin to work in but if you are not willing to meet your team face to face it is an indication of a..... (physical barrier)
6. You have an..... (attitudinal barrier) if you think you are more qualified than others and are superior in knowledge.
7. If you have a totally different viewpoint from your team mates on the way a training programme is to be planned you have a(conceptual barrier)

12.	<p>Handling Barriers to Communication</p> <p>Engage in face-to-face interactions whenever possible.</p> <p>Reduce or eliminate distractions around you.</p> <p>Try to assess the needs of the receiver.</p> <p>Hone your active listening skills.</p> <p>Soften your tone and language.</p> <p>Encourage feedback.</p>
13.	<p>Described below are some common barriers to effective communication which we must avoid:</p> <p>1 Second guessing the sender: We do this when we are impatient with the speaker and are in a hurry to finish the sentence for the speaker.</p> <p>2 Stereotyping: We often form stereotypes about those whom we know the least! Once our mental sets are created, all our transactions are affected by these sets, preventing us from effective listening.</p> <p>3 Halo effect: This is another form of stereotyping. Based on a single characteristic we make up our mind usually positively about the other person.</p> <p>4 Not listening as a status or gender issue: Studies have shown that men listen much less than women do. Similarly those in positions listen less to those who are lower in hierarchy.</p>
14	<p>Feedback is a consequence of performance. Feedback plays an important part in communication because it tells both the source and the receiver, how their message are being interpreted.</p>
15	<p>Descriptive feedback is specific information, in the form of written comments or verbal conversations, that help the learner understand what she or he needs to do in order to improve. Descriptive feedback is the most powerful tool for improving student learning.</p>

	<p>Specific Feedback provides detailed or specific information on what the student did well or not so well.</p> <p>General feedback on the other hand is very non-specific, such as “good job” or “you did great.”</p>
16	<p>7 C’s of Communication</p> <p>Completeness</p> <p>Concise</p> <p>Clarity</p> <p>Correctness</p> <p>Concreteness</p> <p>Consideration</p> <p>Courtesy</p>

Basic Computer Operations

1.	<p>An operating system is the basic software that controls the computer. It serves as an interface between the user and the computer.</p> <p>Some of the functions of Operating system are:</p> <ul style="list-style-type: none"> ✓ It manages all the devices of a computer and keeps track of the status of the device, whether it is busy or not. ✓ It also checks whether the device is functioning properly or not. ✓ It also controls software resources of the computer. ✓ It manages the computer memory and keeps track of which memory space is in use by which program and which space is free. ✓ It manages the structure of the files and directories on a computer system. ✓ It keeps track of the amount of disk space used by a specific file. ✓ It allows you to create, copy, move and delete files.
2.	<p>Types of Operating Systems</p> <ul style="list-style-type: none"> ✓ DOS DOS (Disk Operating System) ✓ Windows It is an operating system developed by Microsoft. ✓ Linux It is an operating system designed for personal computers. It is a free and open-source software ✓ Mobile operating Systems: Android, Symbian, Windows Phone, iOS
3.	<p>Types of Operating Systems</p> <p>The different types of operating systems are as follows:</p> <p>Interactive (GUI-based) A graphical user interface is a user-friendly operating system in which commands can be entered by clicking/double-clicking/right clicking a mouse. Windows operating system is an example of an interactive operating system.</p> <p>Single-user , single-task operating system This type of operating system allows only one user to do a task on the computer and one thing at a time.</p> <p>Single-user, multi-task operating system This type of operating system is used on Desktop computers, laptops, where a single user can operate on several programs at the same time. For example, Windows, Apple MacOS are examples of single-user multi task operating system.</p> <p>Multi-user A multi-user operating system enables multiple users to work on the same computer at different times or simultaneously.</p> <p>Real Time A real time operating system is used to control machinery, scientific instruments, like robots, in complex animations and computer controlled automated machines. A real-time operating system is a computing environment that reacts to input within a specific period of time. It manages the resources of the computer so that any particular operation is executed in the same amount of time every time it is executed. Windows CE and Lynx OS are examples of real-time operating systems.</p> <p>Distributed A distributed operating system runs on a set of computers that are interconnected by a network. It combines the different computers in the network into a single integrated computer and storage location. Windows, UNIX, and LINUX are examples of distributed operating systems.</p>
4.	<p>Windows 7 is an operating system developed by Microsoft and is used on personal computers. After</p>

	<p>loading Windows 7, the first screen that appears on the monitor is called desktop. From the desktop, you can access different components of Windows 7.</p> <p>By default, Windows 7 has a picture for the desktop background. This is called wallpaper.</p> <p>Small pictures on the desktop are called icons. These icons represent files, folders, applications, etc. At the bottom of the desktop is a long bar called the Taskbar. To the left of the taskbar is the Start button.</p> <p>Documents: This contains area to store files on the computer</p> <p>Taskbar is the long horizontal bar present at the bottom of the screen. To the left is the Start button. Right of the taskbar contains Date/Time. You can also see icons of active applications and some shortcuts on the Taskbar</p>
5.	<p>Shut Down:- allows the user to turn off the computer</p> <p>All Programs:- Provides access to all the installed programs and applications. To start an application, just click it.</p> <p>Search Box:- This allows the user to search a file or a folder or run executable files.</p> <p>Control panel:- This allows the user to change various settings.</p> <p>Recycle Bin: Files and folders deleted by the user are stored in the Recycle Bin. From Recycle Bin, you can retrieve files or folders deleted by mistake.</p>
6.	<ol style="list-style-type: none"> 1. What is an operating system? 2. Mention any three functions of operating system. 3. Name any three operating systems for computers 4. Name any three mobile operating systems. 5. What is the name given to the screen that appears after Windows operating system is loaded? 6. Small images on the desktop are called _____ 7. Name two special icons on the desktop . 8. Name the icon that provides access to all the drives, files and folders on a computer. 9. Name the button to the left of the taskbar 10. Picture for the desktop background is called _____.
7.	<ol style="list-style-type: none"> 1. Similar types of files can be placed into groups called _____. 2. Mention any one way in which can create a new folder. 3. To change the name of the folder, right-click and select _____ option from the Shortcut menu. 4. How can you delete a folder? 5. What is the difference between moving and copying a folder? 6. Differentiate between file and folder. 7. Name the set of commands to move a folder from one location to another. 8. Name the place where deleted files are placed. 9. How can you empty the recycle Bin?
8.	<p>Importance and need of care and maintenance of computer</p> <ol style="list-style-type: none"> 1. Keep the computer dust free. 2. Do not eat or drink while working on the computer. Food or drink may spill on the system. 3. To keep the keyboard clean, make sure your hands are clean before using it. 4. CDs and DVDs should be handled carefully so that it does not get any scratches. 5. Keep keyboard covered when not in use.
9.	<p>General precautions to be takes while cleaning the computer components are:</p> <ul style="list-style-type: none"> ✓ Always Power Off the computer system before cleaning. ✓ Never spray cleaning fluid directly on the component of the computer. First spray the liquid on the cloth and then wipe the component. ✓ Do not allow the cleaning liquid to drip near the circuit board. ✓ Preferably use anti-static wrist band which helps to prevent building up of static electricity near electronic device.
10.	<ol style="list-style-type: none"> 1. What is the possible cause of slowing down of computer? 2. Why keyboard should be covered if not in use? 3. What general precautions should you take while cleaning the computer components/ 4. List some of the maintenance activities for the computer system.

Self-Management Skills

1.	Stress Management refers to focusing human efforts for maintaining a healthy body and mind capable of better withstanding stressful situations. Stress refers to a “physical, mental, or emotional strain or tension”.
2.	Small amounts of stress have a positive effect and they help us stretch ourselves to new level. High levels of stress over prolonged periods need to be managed. A Stress well managed can help one view events and situations as challenges and contributes in the growth of individual. Unmanaged stress leads to anxiety and sorrow resulting in ill status of mental and physical health.
3.	<p>Stress causal agents can have following origins:</p> <p><i>Mental</i>: Students can be left overwhelmed, if they are unable to handle their assignment submission deadlines and examinations grades. Overly high expectations from self can leave one with chronic anxiety and stress.</p> <p><i>Physical</i>: As children grow up they may seek more independence, may become critically conscious of their looks and have to cope up with hormonal changes. Issues related to general well-being and health of an individual can lead to low self-esteem and cause stress.</p> <p><i>Social</i> : Discord amongst family members, peer pressure for doing things which kids will generally avoid , maintaining balance in relationships amongst friends, status show off may lead to stress at times.</p> <p><i>Financial</i>: Youngsters may have aspirational financial stress. This may of becoming independent or Finances aspirational stress may</p>
4.	<p>Importance of Stress Management: Adequately managed stress prevents medical and physical illnesses. Stress management is vital because it leads to following benefits:</p> <p>Improves mood</p> <p>Boosts immune system</p> <p>Promotes longevity</p> <p>Leads to burst of physical strength, which is vital for goal achievement</p> <p>Complete mental and physical engagement for task accomplishment</p> <p>Increases efficiency and effectiveness</p> <p>Prevents psychological disorders and behavioral problems</p>
5.	<p>Stress Management Techniques</p> <p>Stress is a mental state where one size doesn't fit all, what stresses one person may not stress others at all. It is highly individualistic phenomenon and the solution has to be customized to individual's mental state.</p> <p>Signs of Stress:</p> <p>Physical signs which may suggest stress are: breathlessness, dry mouth, butterflies in stomach, indigestion, nausea, acidity, fatigue, sweaty palms, cold hands and feet, irritation and hyperactivity etc.</p> <p>Mental Signs: At the mental level following symptoms may reflect stress irritation, impatience, loneliness, upset, anxious, depressed, frustration, bored, guilty, insecure and forgetfulness.</p> <ol style="list-style-type: none"> a) Self-awareness amongst individuals for symptoms of stress will help them manage it better. b) They should try understanding the cause, understanding self and taking remedial measures. c) Speaking out to the well-wishers like family and friends is of help in stress management as they provide a social support system. d) Positive thinking e) managing one's time across any or a combination of the following activities aids in stress management. <ol style="list-style-type: none"> i) <i>Physical Exercise</i>: Physical exercise in the form of walking, skipping or for that matter indulging in any sports has been found to relieve stress as they stabilize mood, improve self-esteem and induce sleep. ii) <i>Yoga</i> iii) <i>Meditation</i> iv) <i>Enjoying</i>: Recreational activities like watching movies, attending concerts, playing games,

	<p>involving in adventure sports, singing, dancing or even sketching can help individuals transcend to a happier mental state and help manage stress.</p> <p>v) <i>Going On Vacations with Family and Friends</i></p> <p>vi) <i>Taking Nature Walks</i>: national park or a sanctuary or a trail in country side / village</p>
6.	<p>Ability to Work Independently:</p> <p>Everyone who has been sent on this earth has been blessed in their own way. They together make this earth a beautiful place. Some can sing well, others are good at sports, some are intellectuals and some are good comedians. Everyone is special. But it is important that everyone learns the art of working independently. This typically means that one must learn to take ownership of the task assigned and leave no stone unturned in accomplishing the task. The individual who has the ability to work independently need not be supervised for the task completion.</p>
7.	<p>Importance of The Ability to Work Independently:</p> <p>Ensures greater learning.</p> <p>Individuals feel more empowered and responsible.</p> <p>It provides flexibility to choose and define working hours and working mechanisms.</p> <p>Failure and success of the task assigned are accounted by individuals.</p> <p>Individuals become assets to organizations, groups and nations</p> <p>It ensures creativity and satisfaction amongst individuals.</p>
8.	<p>Enhancing Ability to Work Independently</p> <p>Ability to work independently can be enhanced by being self-aware, self-motivated and self regulated.</p> <p><i>Self-Awareness</i></p> <p>Having conscious knowledge of your own self, capabilities, feelings and one's own character is called as self-awareness. It helps individuals to chart their ways for working independently.</p> <p><i>Self-Motivation</i></p> <p>Self-motivated individuals have an inner urge to do something, achieve their goals without any external pressure. It is a life skill and must be necessarily developed.</p> <p><i>Self-Regulation</i></p> <p>Self-regulation guides independent individuals as it helps them consider long term consequences rather than just transient feelings. It leads to a responsible and a value driven behavior.</p>

GREEN SKILL

1.	In pursuit to fulfil our unending wants we started exploiting the nature that has resulted in what we see today, the scarcity. There is scarcity of clean water to drink, scarcity of pure air to breathe, scarcity of unadulterated food, rising issue of global warming, depletion of ozone layer. The list is long and unending.
2.	As per Collins English Dictionary, 'the ability to be maintained at a steady level' is Sustainability.
3.	sustainability is an art of living where we respect our environment and make use of the available resources only to the extent where we can replenish what is available to us for the accessibility of future generation.
4.	Sustainability focuses on how human beings can live in peace and harmony with nature without creating ecological disturbance.
5.	In our daily life we can contribute to create a Sustainable Society by following 4Rs' and 1U of Sustainability. These are REFUSE, REDUCE, REUSE, RECYCLE and UPCYCLE.
6.	<p>To create a sustainable environment, we must first REFUSE to use products that may harm the environment.</p> <p>REDUCE is the next step, that is minimizing the use of the products that may cause harm to environment. We must REUSE these products as far as possible, in order to reduce the waste generation.</p> <p>Next comes RECYCLE. After reusing the product, we must try to recycle it as far as possible.</p> <p>Any product that is not usable can be upcycled with creativity and innovation. UPCYCLING of products could be done manually as well as with help of machines, giving a new look to the old product and making it look desirable.</p>
7.	By following the 4 R's and 1 U, we all can contribute in reducing waste generation thereby protecting the resources and keeping the environment safe.

8.	<p>In the 21st Century the importance of adopting sustainable techniques for sustainable development is of grave importance.</p> <ol style="list-style-type: none"> 1. Judicious use of resources is of prime importance since the exploitation of resources is causing its depletion. 2. Not only for the next generation but even for the existing generation, the quality of basic resources is deteriorating leading to major health concerns such as Cancer, Bronchitis etc. 3. Rising demands is leading to economic disparity. 4. Environmental problems like Climate Change, Emission of Green House gases are alarming. 5. Adoption of Sustainable Development in our daily life and at our work place will also promote economic growth.
9.	<p>To ensure that Sustainable Development is ensured in our communities and world at large United Nations Member States in 2015 adopted 17 SDGs (Sustainable Development Goals) as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. These are:</p> <ol style="list-style-type: none"> i i. No poverty ii ii. Zero Hunger iii iii. Good Health and Well Being iv iv. Quality Education v v. Gender Equality vi vi. Clean water and Sanitation vii vii. Affordable and Clean Energy viii viii. Decent Work and Economic Growth ix ix. Industry Innovation and Infrastructure x x. Reduced Inequalities xi xi. Sustainable Cities and Communities xii xii. Responsible Consumption and Production xiii xiii. Climate Action xiv xiv. Life Below Water xv xv. Life on Land xvi xvi. Peace, Justice and Strong Institution xvii xvii. Partnership for the Goals
10.	Problems Related to Sustainable Development

	<p>To achieve Sustainability for next generation, the whole world needs to come as one. This is the biggest challenge in realising this goal because of the following reasons:</p> <ol style="list-style-type: none"> 1. A large population in major parts of the world is living an underprivileged life and is excluded. For them earning a meal each day is a challenge. Under such circumstances, expecting an alteration in their mind set or behaviour is not easy. 2. A huge population in world's economy is unemployed. Any means of earning whether sustainable or not is their ray of hope. 3. With the existing issues of climate change, number of species has extinct and many are on verge of their extinction. Under such circumstances striking a balance in the food chain is a big responsibility. 4. The market all over the world is trying to capture as many resources as possible to maximize their profit. In pursuit of maximising the profit they overuse and exploit the resources.
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Entrepreneurial Skills

1.	While the concept of entrepreneurship has a fairly wide meaning, it is simply described as starting a business using the resources available to a person. An entrepreneur combines factors in a creative manner in order to generate value for customers and create wealth.
2.	The beauty of entrepreneurship in a society is that as businesses prosper the impact the businesses create also increases. It is due to entrepreneurial activity that the society is provided with goods and services. In turn, society provides market for products and services provided by the entrepreneur.
3.	<p>Entrepreneurship has some positive impact on society such as:</p> <ul style="list-style-type: none"> • Accentuates economic Growth • Fosters Creativity • Stimulates Innovation and Efficiency • Creates Jobs and Employment Opportunities • Solves the problems of the society • Encourages welfare of the society
4.	<p>Society plays a role in boosting entrepreneurship by:</p> <ul style="list-style-type: none"> • Creates needs and demands • Provides raw materials • Enables financial support • Creates a need for education • Catalyses policy formation and reform • Facilitates networking • Supports infrastructure development <p>However, entrepreneurship also creates some adverse impact on society sometimes. This happens in the form of environmental degradation, trade imbalance, labour exploitation etc.</p>
5.	<p>Some common entrepreneurship activities related to society include:</p> <p>Social Entrepreneurship: Social entrepreneurship can be understood as creation of sustainable solutions for social problems that leads to social change by employing entrepreneurial mindset, processes and operations.</p> <p>Agricultural Entrepreneurship: Agricultural Entrepreneurship can be defined as being primarily related to the marketing and production of inputs and products used in agricultural activities.</p> <p>Women Entrepreneurship: Women entrepreneurship is referred to the entrepreneurial activity led by</p>

	<p>women, where women undertake risks, create enterprises, organise factors of production, innovate with products/services and generate employment opportunities.</p> <p>Small Scale Entrepreneurship: Small scale entrepreneurship refers to starting industries in which manufacturing, trading, providing services, productions are done on a small scale or micro scale.</p>
6.	<p>Qualities of an Entrepreneur</p> <p>Hard work: Without working hard, no entrepreneur can be successful.</p> <p>Optimism: Positivity and belief in what they do is what takes entrepreneurs far in their journey.</p> <p>Independence: Entrepreneurs are confident and like the freedom to take decisions.</p> <p>Energetic: Drive and energy is always high in successful entrepreneurs which makes them extremely proactive.</p> <p>Self-confident: Belief in one's own vision and abilities and passion for the goal makes successful entrepreneurs confident.</p> <p>Perseverant: A way of thinking that helps to accept failure, learn from mistakes, not give up, continuously experiment etc. is crucial for an entrepreneur.</p>
7.	<p>Functions of an Entrepreneur</p> <p>Organisation Building and Management: Organisation building is about bringing together different factors of production and allocating these resources to bring down costs and losses.</p> <p>Risk taking: Risk taking is about taking responsibility and planning for a loss or mishap that may occur in the future due to unforeseen contingencies.</p> <p>Innovation: Entrepreneurs innovate by introducing new concepts, products, services, designs, ideas etc.</p>
8.	<p>Promotional functions</p> <p>Idea Discovery: The first step towards entrepreneurship is discovery of a business idea.</p> <p>Detailed Investigation: While coming up with ideas can seem like an easy process, the challenge is to understand if the idea has the potential to turn into a viable business venture.</p> <p>Assembling the Requirements: No matter what is the type of the business, an entrepreneur has to work towards assembling and organizing all the requirements once he/she is sure about the practicality and profitability of the proposition.</p> <p>Financing: Raising capital for a business is one of the core functions that entrepreneurs perform themselves, not just at the initial stage of the business, but even to grow and scale the business.</p>
9.	<p>Managerial functions</p> <p>Planning: An entrepreneur documents a business idea in the form of a business plan, to detail each element of the business such as product or service description, operations, marketing, finance, accounting, growth plan etc.</p> <p>Organizing: Organizing in the managerial context refers to setting specific and attainable goals and objectives to be achieved by different departments and by each employee.</p> <p>Directing: Directing is about initiating planned action and ensuring that each employee is performing effectively.</p> <p>Staffing: Staffing refers to different sub-processes around human resource management, such as manpower planning, recruitment, selection, placement, training, transfer, salary, promotion, payroll, appraisal etc.</p> <p>Leadership: Leadership is more of a skill than a function for an entrepreneur as he or she has to lead, guide and supervise people who work for the business.</p> <p>Communication: Communication enables exchange of feelings, ideas, emotions, information and knowledge between two or more persons</p> <p>Supervision: Supervision is a key skill as even overseeing that things are being executed well is important.</p> <p>Motivation: Along with guiding employees, an entrepreneur also plays a role of motivating them and encouraging positive behaviour and culture within the organization.</p> <p>Co-ordination: Co-ordination between different departments of the business helps to ensure that work happens in a timely manner.</p> <p>Controlling: Sometimes controlling is necessary for the entrepreneur to set company rules and policies.</p>

	<p>Negotiation: An entrepreneur negotiates terms and conditions for many parts of the business such as payment terms and timelines, salaries of employees, vendor quotations etc.</p>
10.	<p>Commercial Functions</p> <p>Production and Operations</p> <p>Finance and Accounting</p> <p>Marketing</p> <p>Human Resource Management</p>
11.	<p>Role of Entrepreneurs</p> <p>Innovator's Role</p> <p>Agent's role</p> <p>Coordinating role</p> <p>Risk assumption role</p> <p>Capital formation role</p> <p>Imitating role</p> <p>Employment Generation role</p> <p>Status transformation role</p> <p>Balancing role</p>
12	<p>Importance of Entrepreneurs</p> <p>Free market evolution: In a free market, entrepreneurs are able to respond to changing customer preferences, prices, shifts in demand etc.</p> <p>Efficiency improvements: Entrepreneurs tend to adapt in an established business and increase their own efficiency.</p> <p>New markets: Entrepreneurs can often 'redefine the rules' of an established industry.</p> <p>New values: Sometimes, entrepreneurs choose ethics over profit and offer a more ethical product to the world and are transparent about it.</p>
13	<p>Myths of Entrepreneurship</p> <p>Entrepreneurs are born a certain way</p> <p>Great ideas are what makes entrepreneurs</p> <p>Entrepreneurs have to take a lot of risk</p> <p>Businesses either skyrocket or fail</p> <p>A lot of money is required to start any business</p> <p>One must know everything before starting a business</p>
14	<p>Entrepreneurship as a Career – Why Entrepreneurship for You?</p> <p>Nurtures development of entrepreneurial skills and capabilities: Entrepreneurship cultivates unique skills and encourages outside the box thinking.</p> <p>Enables application of an entrepreneurial mindset: Entrepreneurial mindset and skills are not necessarily only relevant to becoming an entrepreneur, but also in any field.</p> <p>Develops the ability to handle failure and ambiguity</p> <p>Enhances critical thinking and problem-solving ability</p> <p>Provides early exposure to the real world</p> <p>Inspires to think about one's career differently</p> <p>Leads to creating difference in society: Entrepreneurs not only economically impact society but they also work on identifying the real needs and problems of people and solving them.</p>