

ENTREPRENEURSHIP EDUCATION FOR VET SCHOOLS

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GENERAL INFORMATION ABOUT THE ECONOMY



Economy has been a factor in the development and existence of societies since the beginning of humanity. It is an important social science to continue. Economics is how to use limited resources. It is a branch of science that deals with. However, today's economics is how some unlimited resources can be used. It has become a branch of science that examines how to use it. Because while some resources are limited, some resources are also unlimited. Economics as a science deals with both.

There are some basic economic concepts that need to be known in terms of entrepreneurship. Economy and the function of the economy in society in terms of entrepreneurship and entrepreneurs. It is extremely important to have information about it. Because the basis of entrepreneurship is the economy. There are actions and rules. Entrepreneurs find themselves within the rules of the economy. They will find a place and continue their activities. In this regard, some concepts are necessary to stop.

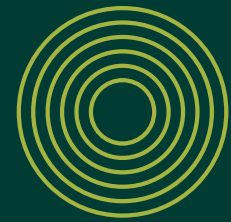
Basic concepts related to economics; **need, supply, demand, benefit, price, market, etc.** can be listed as. These concepts always appear in economic activities. Manufacturers supply of all goods or services produced, provided that consumers pay the price of the goods or services. The desire to have services is called demand. When we look at the concepts of supply and demand, we see that they are closely related to each other. When human needs are met, benefits are realized. When it is not met, it creates unhappiness and suffering. The cost of meeting needs is the price and all these make up the market.

There are relationships between some of the basic concepts we mentioned above. Activity in the economy. Businesses that display the goods or services they produce are available to people under certain conditions. Produced goods or services have the ability to meet human needs. of businesses or this is the reason why startups exist. between those in need, that is, consumers, and these goods or services. Those who produce the service meet in the market. Benefits and availability for those in need is ready to pay a price for goods or services according to their characteristics. This price is the price.

Businesses also take into account the prices of other producers when determining the price for the goods or services they produce. If the price of consumers and the price of producers match, the consumer buys this good or service. In short, the meeting of supply and demand is a basic condition in the economy, and price also plays an important role in the meeting of supply and demand. For example; Due to the demand for refrigerators, the price of the product will first increase, and when new manufacturers appear on the market, the price of the product will decrease.

The economy is an institution with its own rules. It has some effects that both support and limit the activities of entrepreneurs.

It is extremely important for entrepreneurship and entrepreneurs to have knowledge about the economy and its function in society. Because the basis of entrepreneurship lies in the movements and rules in the economy. If economic fluctuations are low in a country, credit rates are low and the state supports entrepreneurs sufficiently, the number of entrepreneurs will increase in that country.



All people are entrepreneurs. Not because they need to start a business, but because the desire to create is encoded in human DNA.

Reid Hoffman



An entrepreneur is actually a person who visualizes and realizes his dreams. An entrepreneur can visualize things, and when An entrepreneur visualizes them, An entrepreneur sees exactly how to do them.

Robert L. Schwartz

DEFINITION OF ENTREPRENEURSHIP



It is very difficult to express entrepreneurship within a limited definition. This word, which was first used in the Middle Ages, means "doer of work". This definition has changed and developed over time. Especially in the 20th century, it was tried to be explained as the process of taking more risks, catching innovations, evaluating opportunities and putting all these into practice. As can be understood from this definition, entrepreneurship can be not only establishing one's own business, but also revising one's current business or expanding into a new sector. For example, entrepreneurship is not about producing a good that has been in the industry for years, but about offering the goods in the industry by differentiating them.

Entrepreneurship;

It is to have the ability to sense the opportunities created by the environment we live in, to produce dreams from those intuitions, to transform dreams into projects, to carry the projects into life and to facilitate human life by producing wealth. In other words, entrepreneurship; It is the process of taking risks, catching innovations, seizing opportunities and putting all these into practice.

It is possible to divide entrepreneurship into two:

Opportunity

Entrepreneurship;

It is entrepreneurship that occurs because of seeing the opportunities in the market and if an existing good or service cannot be offered to the market sufficiently or at the desired quality and is not present in the market at all. This type of entrepreneurship requires the ability to have a perspective to evaluate opportunities in the market and the ability to organize and direct resources to make a profit. This is the common entrepreneurship.

Creative

Entrepreneurship;

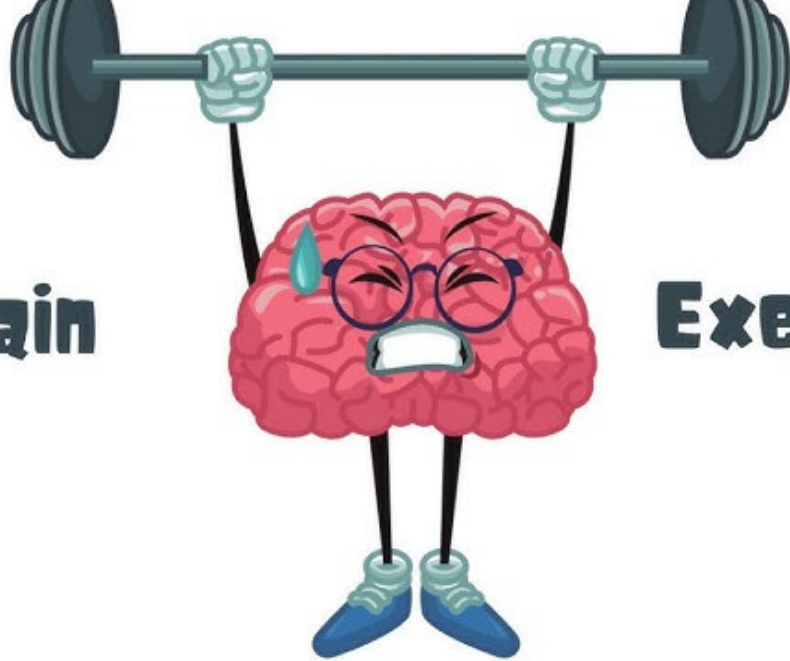
A new idea or invention or an existing good or service; It is entrepreneurship that ensures that the products are improved in terms of design, price and quality and presented to the market in a way that makes a profit.

Both types of entrepreneurship aim to provide the goods and services needed by society and are profit-oriented; It requires willpower, courage and taking on risks.



Read and Match Sentences

Brain



Exercise

It is a concept that gives pleasure and satisfaction when satisfied, and pain and sadness when not satisfied.

Market

It is the desire to purchase any good or service and the state of having the financial power to realize this desire.

Use

It is the expression of the exchange rate of any good or service with another good or service in money terms.

Price

It is a branch of science that examines how unlimited human needs and desires can be best met with limited production resources.

Need

It is the maximum amount that those who own a certain good would want to sell at a certain price.

Economy

It is the environment where buyers and sellers come together and exchange goods and services.

Supply

It is the ability of goods and services to meet needs.

Demand