

Entrepreneurship

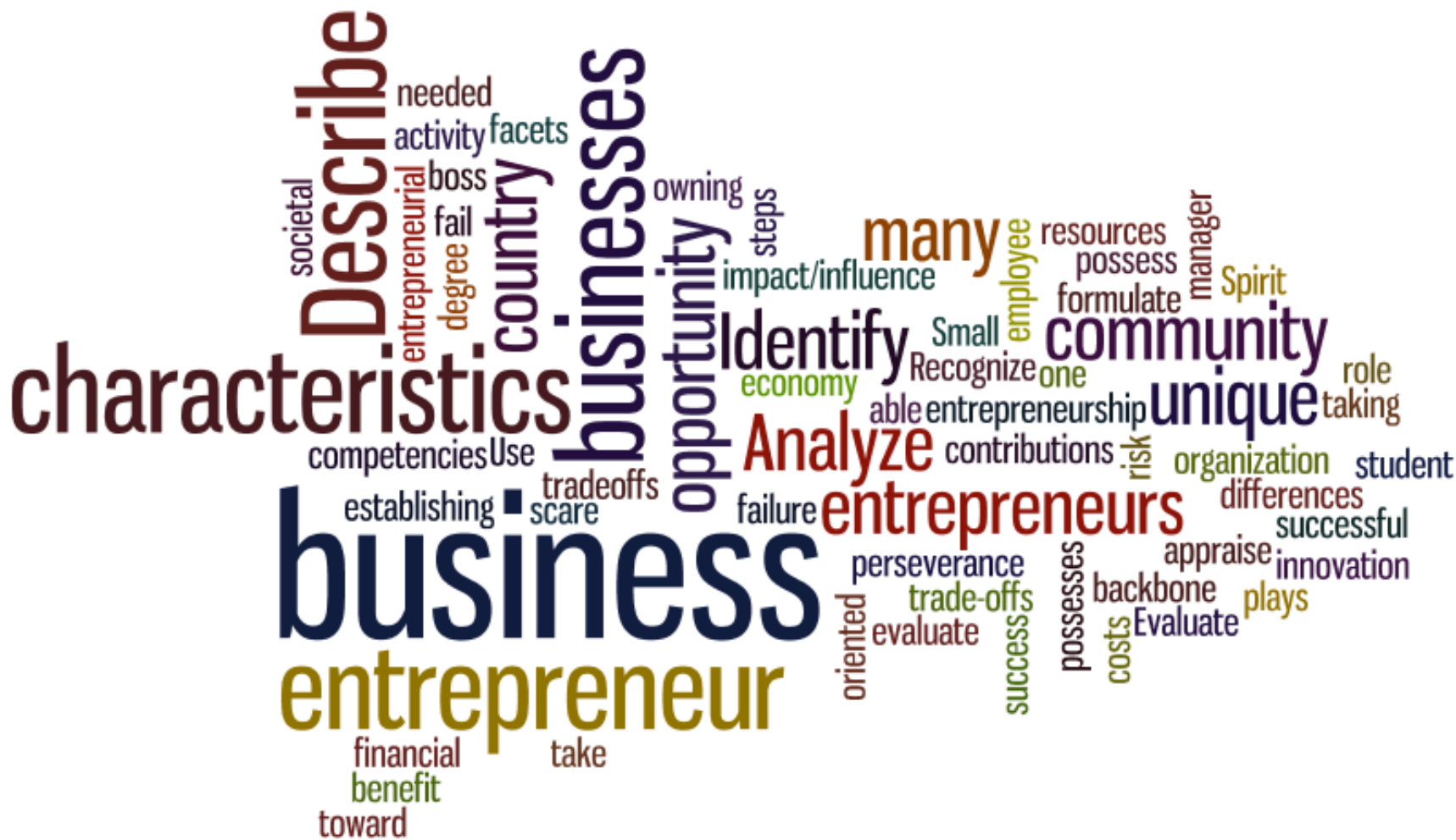
Chapter 5

Section 5.1

What you will learn...

- Entrepreneurs/Entrepreneurship
- Rewards
- Risks & Challenges
- Background of Entrepreneurs
- 12 Characteristics
- Building Your Entrepreneurial Skills

When you think of the term *entrepreneur*, what comes to mind?



Entrepreneur & Entrepreneurship

- **Entrepreneur:** A person who recognizes a business opportunity and organizes, manages, and assumes the risks of the business
- **Entrepreneurship:** The process of recognizing an opportunity, testing it in the market, and gathering the necessary resources to run the business

You as an Entrepreneur...

- What did you write in your journal today?
- What kind of business you could create from your passion?
- Share with the class!

Entrepreneurship

Does every good idea turn into a successful business?
Why or why not?

Famous Entrepreneurs

- Mark Zuckerberg – Facebook
- Donald Trump – Trump Enterprises
- Bill Gates – Microsoft
- Walt Disney – The Walt Disney Co.
- Oprah Winfrey – Harpo Inc.



Rewards

- What are some rewards of being an entrepreneur?
 - Being your own boss
 - Doing something you enjoy
 - Having the opportunity to be creative
 - Freedom to set your own schedule
 - Controlling your salary
 - Contributing to the community

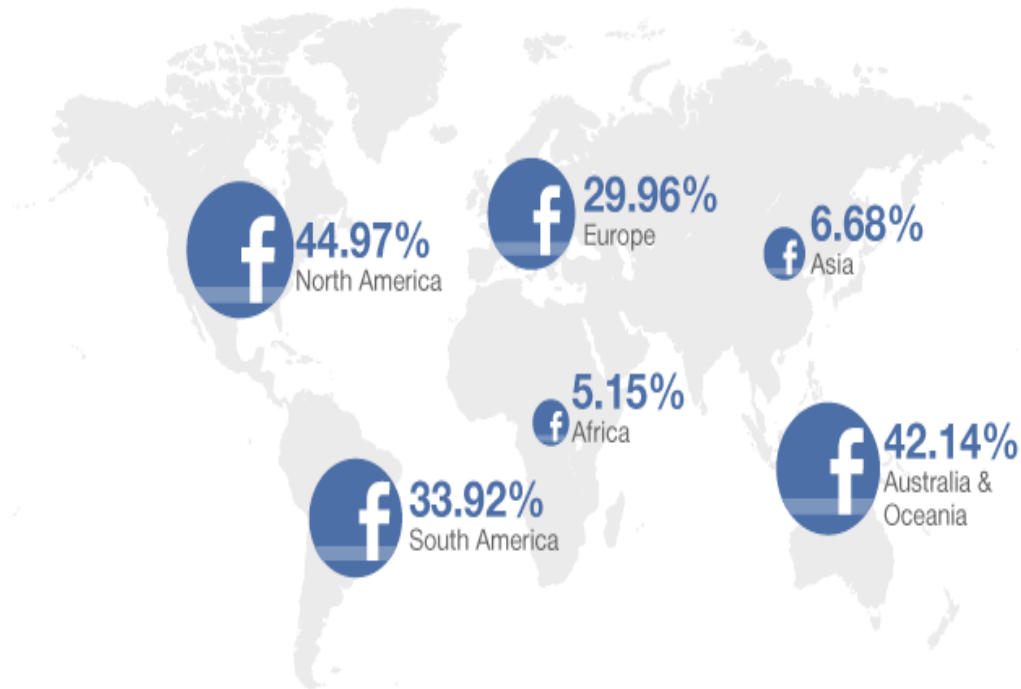
Risks & Challenges

- What are the challenges of being an entrepreneur?
 - Working long hours
 - Obtaining financing
 - Having an uncertain income
 - Being fully responsible
 - Risking one's investment/money
 - Continuously finding ways to grow and expand

Mark Zuckerberg

"Helping a billion people connect is amazing, humbling and by far the thing I am most proud of in my life"

Percentage of population using Facebook on six continents



Background of Entrepreneurs

- Research shows people likely to be inclined to be an entrepreneur:
 - Age:
 - 47% under 35
 - 16% under 25
- Mark Zuckerberg launched Facebook from his Harvard dorm room
- Billionaire by age 23



Background of Entrepreneurs

- Research shows people likely to be inclined to be an entrepreneur:
 - Education
 - 40% high school or less
 - 27% have some college
 - 33% have a college degree

Examples:

- Sergey Brin (Google): Stanford, Ph. D in Computer Science
- Steve Jobs (Apple): College dropout



Background of Entrepreneurs

- 63% had parents or close relatives who owned a business
- Independent from an early age and often had work experience when young

Example:

- Oprah Winfrey: Had a job at Tennessee WVOL radio while still in high school



Background of Entrepreneurs

- Many have been influenced by a role model

Example:

- Donald Trump: Worked with his father for 5 years
 - Mr. Trump has stated, “My father was my mentor and I learned a tremendous amount about every aspect of the construction industry from him.”



Share...

Do you know any entrepreneurs? What are they like as a person? Describe their personality.

12 Characteristics of Entrepreneurs:

- 1. Persistent:** Willing to work until the job is done
- 2. Risk-taking:** Take risks, but are not reckless
- 3. Self-confident:** Believe in themselves
- 4. Restless:** Always looking for new challenges

12 Characteristics of Entrepreneurs:

5. **Goal-oriented:** Set and achieve goals
6. **Action-oriented:** Doers instead of spectators
7. **Responsible:** Take responsibility for decisions and actions
8. **Self-demanding:** Have high expectations

12 Characteristics of Entrepreneurs:

- 9. **Creative:** Look for new ways to solve old problems
- 10. **Independent:** Want to make their own decisions
- 11. **Inquisitive:** Conduct research and ask questions to solve problems
- 12. **Enthusiastic:** Energetic and passionate about their pursuits

Building Your Entrepreneurial Skills

- Don't worry if you don't match the profile!
- Strengthen your entrepreneurial characteristics:
 1. Determine the current strength of your characteristics
 2. Make a conscious effort to think of characteristics as habits that can be changed
 3. Develop the characteristics in which you feel are weak

Recap...

- **Entrepreneurs** recognize opportunities, test them in the market, and gather necessary resources to start and operate a business
- **Rewards:** Doing what you enjoy, freedom, being your own boss, etc.
- **Challenges:** Long hours, financing, uncertain income, responsibility, etc.
- Entrepreneurs come from various backgrounds
- 12 characteristics of successful entrepreneurs
- Work on strengthening your entrepreneurial skills!

Resources

- <http://www.bbc.com/news/technology-19816709>
- http://www.trump.com/Donald_J_Trump/Biography.asp
- <http://www.bornrich.com/oprah-winfrey.html#cause>
- Google Images

- Textbook:
- Brown, B.J., Clow, J.E. (2008). Introduction to Business. California: The McGraw-Hill Companies.