

# What is “entrepreneurship”?

“undertaking the **creation** of an **enterprise** or business that has the chance of profit or **success**”

“Technology Ventures”  
by Dorf & Byers

# Why study entrepreneurship?

# Money

# Independence

# Freedom

# Create

# Help



# Why not entrepreneurship?

# Risk

# Failure

# Peer Pressure

# Family Pressure

# Opportunity Cost

# What does it take to succeed in entrepreneurship?

# Opportunity Discovery



# Opportunity Analysis

# Effective & Efficient Decision-Making

# Summary

- By first understanding our motives and goals for the study of entrepreneurship, we can begin to understand
  - Opportunity discovery
  - Opportunity analysis
  - Entrepreneurial decision-making