

SOURCE MAPPING FOR 108 ENT 101 QUESTIONS

QUESTIONS 1-30: Chapter 1 - The Foundations of Entrepreneurship

| Question | Topic/Section | Specific Source Reference |

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| 1 | Entrepreneurial spirit | Chapter 1: Introduction - "The entrepreneurial spirit - the most significant economic development in recent history" |

| 2 | Entrepreneurial profile | Chapter 1: Characteristics of Entrepreneurs - Complete profile traits |

| 3 | Entrepreneurial characteristics | Chapter 1: Characteristics of Entrepreneurs - What entrepreneurs value |

| 4 | Entrepreneurial skills | Chapter 1: Characteristics of Entrepreneurs - Skill at organizing, feedback desire, energy levels |

| 5 | Serial entrepreneurs | Chapter 1: Characteristics of Entrepreneurs - "Serial entrepreneurs, those who repeatedly start businesses" |

| 6 | Entrepreneurial traits | Chapter 1: Characteristics of Entrepreneurs - Commitment, tolerance for ambiguity, flexibility, tenacity |

| 7 | Necessity entrepreneurs | Chapter 1: Characteristics of Entrepreneurs - "Necessity entrepreneurs, those who start businesses because they cannot find work" |

| 8 | Social entrepreneurs | Chapter 1: Benefits of Entrepreneurship - "Social entrepreneurs seek innovative solutions to society's most vexing problems" |

| 9 | Benefits of entrepreneurship | Chapter 1: Benefits of Entrepreneurship - Control destiny, reach potential, do what you enjoy |

| 10 | Drawbacks of entrepreneurship | Chapter 1: Drawbacks of Entrepreneurship - Uncertainty of income, risk, long hours, stress |

| 11 | Forces driving entrepreneurship | Chapter 1: Introduction - Demographic, economic factors, technology, service economy, international opportunities |

| 12 | Technological forces | Chapter 1: Introduction - Cloud computing, mobile marketing, Internet |

| 13 | Micromultinationals | Chapter 1: The World of the Entrepreneur - Small companies operating globally from inception |

| 14 | International expansion strategies | Chapter 1: The World of the Entrepreneur - Research markets, focus strategies, use resources, forge alliances |

- | 15 | Copreneurs | Chapter 1: Cultural Diversity of Entrepreneurship - "Entrepreneurial couples working together as co-owners" |
- | 16 | Demographic diversity | Chapter 1: Cultural Diversity of Entrepreneurship - "Highly diverse relating to age, gender, and ethnicity" |
- | 17 | Copreneurs definition | Chapter 1: Cultural Diversity of Entrepreneurship - Definition and characteristics |
- | 18 | Copreneur relationships | Chapter 1: Cultural Diversity of Entrepreneurship - Characteristics of successful working relationships |
- | 19 | Copreneur characteristics | Chapter 1: Cultural Diversity of Entrepreneurship - Mutual respect, complementary skills, clear roles |
- | 20 | Corporate dropouts & copreneurs | Chapter 1: Cultural Diversity of Entrepreneurship - Combined categories |
- | 21 | Failing intelligently | Chapter 1: Putting Failure into Perspective - "Successful entrepreneurs learn to fail intelligently" |
- | 22 | Know your business | Chapter 1: Avoiding the Pitfalls - "Know Your Business in Depth" |
- | 23 | Capital requirements | Chapter 1: Avoiding the Pitfalls - Most startups need more capital than anticipated |
- | 24 | Primary cause of failure | Chapter 1: Avoiding the Pitfalls - "Management mistakes" / low sales and cash flow |
- | 25 | Entrepreneurs' tendencies | Chapter 1: Avoiding the Pitfalls - "Overly optimistic" and misjudge "financial requirements" |
- | 26 | Failure and action | Chapter 1: Putting Failure into Perspective - Only those who never try never fail |
- | 27 | Success suggestions | Chapter 1: Avoiding the Pitfalls - Develop business plan at start, not as you grow |
- | 28 | Business plans | Chapter 1: Avoiding the Pitfalls - "Develop a Solid Business Plan" - pathway to success, replace assumptions with facts |
- | 29 | Most important resource | Chapter 1: Avoiding the Pitfalls - "Manage Financial Resources" - Cash is most important, not profit |
- | 30 | Increasing success chances | Chapter 1: Avoiding the Pitfalls - All strategies combined for success |

QUESTIONS 31-51: Chapter 2 - Ethics and Social Responsibility

| Question | Topic/Section | Specific Source Reference |

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| 31 | Ethical behavior | Chapter 2: Ethical Behavior - "TEACHER'S SPECIAL EXPLANATION! CHECK THE SOLUTIONS." |

| 32 | Stakeholders | Chapter 2: Ethical Behavior - "The various groups and individuals who affect and are affected by a business" |

| 33 | Types of stakeholders | Chapter 2: Figure 2.1 Key Stakeholders - Creditors, employees, suppliers all listed |

| 34 | Social responsibility | Chapter 2: Ethical Behavior - "How an organization responds to the needs of the many elements in society" |

| 35 | Business ethics | Chapter 2: An Ethical Perspective - "Fundamental moral values and behavioral standards" |

| 36 | Narrowest ethical level | Chapter 2: Figure 2.2 Three Levels of Ethical Standards - "The law is the narrowest level" |

| 37 | Ethics sets boundaries | Chapter 2: Ethical Behavior - "Ethics sets behavioral boundaries for decision makers" |

| 38 | Social responsibility boundaries | Chapter 2: Ethical Behavior - Social responsibility also sets behavioral boundaries |

| 39 | Moral blindness | Chapter 2: Causes of Ethical Lapses - "Failing to realize that an ethical dilemma exists" |

| 40 | Law as minimum standard | Chapter 2: An Ethical Perspective - "The law merely establishes the minimum standard of behavior" |

| 41 | Law narrowest level | Chapter 2: Figure 2.2 Three Levels of Ethical Standards - Law is narrowest level |

| 42 | Legal vs. ethical | Chapter 2: An Ethical Perspective - "Actions that are legal, however, may not be ethical" |

| 43 | Determinant of behavior | Chapter 2: An Ethical Perspective - "A strong determinant of moral behavior is training" |

| 44 | Individuals are ethical/unethical | Chapter 2: Moral Management - "Companies really are not ethical or unethical; individuals are" |

| 45 | Immoral management | Chapter 2: Moral Management - "The driving force behind immoral management is greed" |

- | 46 | Code of ethics | Chapter 2: Features of Ethical Cultures - Written statement of standards and principles |
- | 47 | Social entrepreneurs | Chapter 2: Social Entrepreneurship - "Finding resources to tackle challenging problems" |
- | 48 | Three Rs | Chapter 2: Business's Responsibility to the Environment - "Reduce, Reuse, Recycle" |
- | 49 | Managing diversity | Chapter 2: Managing a Culturally Diverse Workforce - Focus on correcting own biases, not others' |
- | 50 | Most important stakeholder | Chapter 2: Business's Responsibility to Customers - Customers are most important |
- | 51 | Beyond profit | Chapter 2: Social Responsibility - Earning profit may not be company's only responsibility |
- ## QUESTIONS 52-81: Chapter 3 - Creativity and Innovation
- | Question | Topic/Section | Specific Source Reference |
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- | 52 | Creativity definition | Chapter 3: Creativity, Innovation and Entrepreneurship - "Ability to develop new ideas" |
- | 53 | Entrepreneurial secret | Chapter 3: Creativity, Innovation and Entrepreneurship - "Applying creativity and innovation to solve problems" |
- | 54 | Innovation definition | Chapter 3: Creativity, Innovation and Entrepreneurship - "Ability to apply creative solutions" |
- | 55 | Entrepreneurship process | Chapter 3: Creativity, Innovation and Entrepreneurship - "Relies on creativity, innovation, and application in marketplace" |
- | 56 | Necessity of creativity | Chapter 3: Creativity: Essential to Survival - "Necessary for building competitive advantage and survival" |
- | 57 | Creativity results | Chapter 3: Creativity, Innovation and Entrepreneurship - More likely evolutionary than revolutionary |
- | 58 | Modern solutions | Chapter 3: Creativity: Essential to Survival - "Must go beyond merely relying on what has worked in the past" |
- | 59 | Learning creativity | Chapter 3: Creativity: Essential to Survival - Problem is most people never tap into their innate creativity |
- | 60 | Inner vs. outer space | Chapter 3: Creativity: Essential to Survival - Exploring inner space (internal constraints) |

- | 61 | Divergent reasoning | Chapter 3: Divergent vs. Convergent Thinking - "Ability to create multitude of original, diverse ideas" |
- | 62 | Convergent reasoning | Chapter 3: Divergent vs. Convergent Thinking - "Ability to evaluate multiple ideas and choose best solution" |
- | 63 | Convergent thinking | Chapter 3: Divergent vs. Convergent Thinking - Evaluating and selecting best solution |
- | 64 | Divergent thinking | Chapter 3: Divergent vs. Convergent Thinking - Producing many creative solutions |
- | 65 | Both types needed | Chapter 3: Divergent vs. Convergent Thinking - "Successful entrepreneurship requires both" |
- | 66 | Not a barrier | Chapter 3: Barriers to Creativity - Searching for more than one answer enhances creativity |
- | 67 | Stimulating creativity | Chapter 3: Enhancing Organizational Creativity - "Expecting and tolerating failure" |
- | 68 | Not a way to stimulate | Chapter 3: Enhancing Organizational Creativity - View challenges as opportunities, not problems |
- | 69 | Valuable resources | Chapter 3: Enhancing Organizational Creativity - "Time, support, and encouragement" |
- | 70 | Diverse workforce | Chapter 3: Enhancing Organizational Creativity - "Embrace Diversity" section |
- | 71 | Physical environment | Chapter 3: Enhancing Organizational Creativity - "Design a Workspace That Encourages Creativity" |
- | 72 | Not an enhancement | Chapter 3: Enhancing Individual Creativity - Should expand, not limit reading sources |
- | 73 | Constrains creativity | Chapter 3: Enhancing Individual Creativity - Working without breaks constrains creativity |
- | 74 | Experiences that enhance | Chapter 3: Enhancing Individual Creativity - Travel, recognize mistakes, notice missing, journal, listen |
- | 75 | Preparation stage | Chapter 3: Step 1. Preparation - "Getting mind ready" includes "on-the-job training" |
- | 76 | Transformation stage | Chapter 3: Step 3. Transformation - "Viewing similarities and differences" (PAGE 43) |

| 77 | Convergent thinking | Chapter 3: Step 3. Transformation - "Ability to see similarities and connections" (PAGE 43) |

| 78 | Transformational thinking | Chapter 3: Step 3. Transformation - Seeing connections among data and events |

| 79 | Convergent vs. divergent | Chapter 3: Step 3. Transformation - Convergent sees similarities, divergent sees differences |

| 80 | Illumination stage | Chapter 3: Step 5. Illumination - "Eureka factor" - spontaneous breakthrough |

| 81 | Implementation stage | Chapter 3: Step 7. Implementation - "Transform the idea into reality" |

| 82 | Trademark | Chapter 3: Intellectual Property - "Distinctive word, phrase, symbol, name, or logo" |

QUESTIONS 83-108: Chapter 4 - Feasibility Analysis and Business Model

| Question | Topic/Section | Specific Source Reference |

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| 83 | Idea assessment | Chapter 4: Idea Assessment - "Process of examining a need, developing solution, determining ability" |

| 84 | Feasibility analysis | Chapter 4: Feasibility Analysis - "Determining whether entrepreneur's idea is viable foundation" |

| 85 | Not a macro force | Chapter 4: Industry and Market Feasibility - Entry barriers are part of Porter's Five Forces, not macro forces |

| 86 | Sociocultural change | Chapter 4: Industry and Market Feasibility - "Women entering workforce" example |

| 87 | Technological force | Chapter 4: Industry and Market Feasibility - "Internet is a technology" example |

| 88 | Demographic changes | Chapter 4: Industry and Market Feasibility - "Generation Y and Generation Z" |

| 89 | Porter's five forces | Chapter 4: Porter's Five Forces Model - "Potential entrants, suppliers, buyers, substitutes, rivalry" |

| 90 | Bargaining power of buyers | Chapter 4: Bargaining Power of Buyers - "Switching costs, number of buyers, cost portion" |

| 91 | Threat of new entrants | Chapter 4: Threat of New Entrants - "Low capital, no economies of scale, no brand loyalty" |

- | 92 | Threat of new entrants | Chapter 4: Threat of New Entrants - Economies of scale, capital requirements considerations |
- | 93 | Industry attractiveness | Chapter 4: Rivalry Among Companies - "Opportunity to sell differentiated product" |
- | 94 | Supplier power | Chapter 4: Bargaining Power of Suppliers - "Greater leverage of suppliers, less attractive industry" |
- | 95 | Switching costs | Chapter 4: Bargaining Power of Suppliers - "Low switching costs make industry more attractive" |
- | 96 | Under Armour example | Chapter 4: Bargaining Power of Suppliers - Diversity in suppliers means low supplier power |
- | 97 | Buyer power | Chapter 4: Bargaining Power of Buyers - "Low bargaining power makes industry more attractive" |
- | 98 | Capital requirements | Chapter 4: Threat of New Entrants - "Capital required determines threat of new entrants" |
- | 99 | Not a barrier | Chapter 4: Threat of New Entrants - Large number of buyers relates to buyer power, not barriers |
- | 100 | Economies of scale | Chapter 4: Threat of New Entrants - Related to "threat of new entrants" force |
- | 101 | Threat of substitutes | Chapter 4: Threat of Substitute Products - "Printed newspapers" example |
- | 102 | Niche strategy dangers | Chapter 4: Market Niches - "Niches change, can go away, require adaptation" |
- | 103 | Product/service feasibility | Chapter 4: Product or Service Feasibility Analysis - "Degree to which idea appeals and resources needed" |
- | 104 | Primary vs. secondary research | Chapter 4: Product or Service Feasibility Analysis - "Primary collects firsthand, secondary gathers compiled data" |
- | 105 | Financial feasibility | Chapter 4: Financial Feasibility Analysis - "Capital requirements, estimated earnings, return on investment" |
- | 106 | Return on investment | Chapter 4: Financial Feasibility Analysis - "Combines earnings and capital to determine return" |
- | 107 | Entrepreneur feasibility | Chapter 4: Entrepreneur Feasibility - "Is this idea right for me?" |

| 108 | Business prototyping | Chapter 4: Business Prototyping - "Testing business models on small scale" |