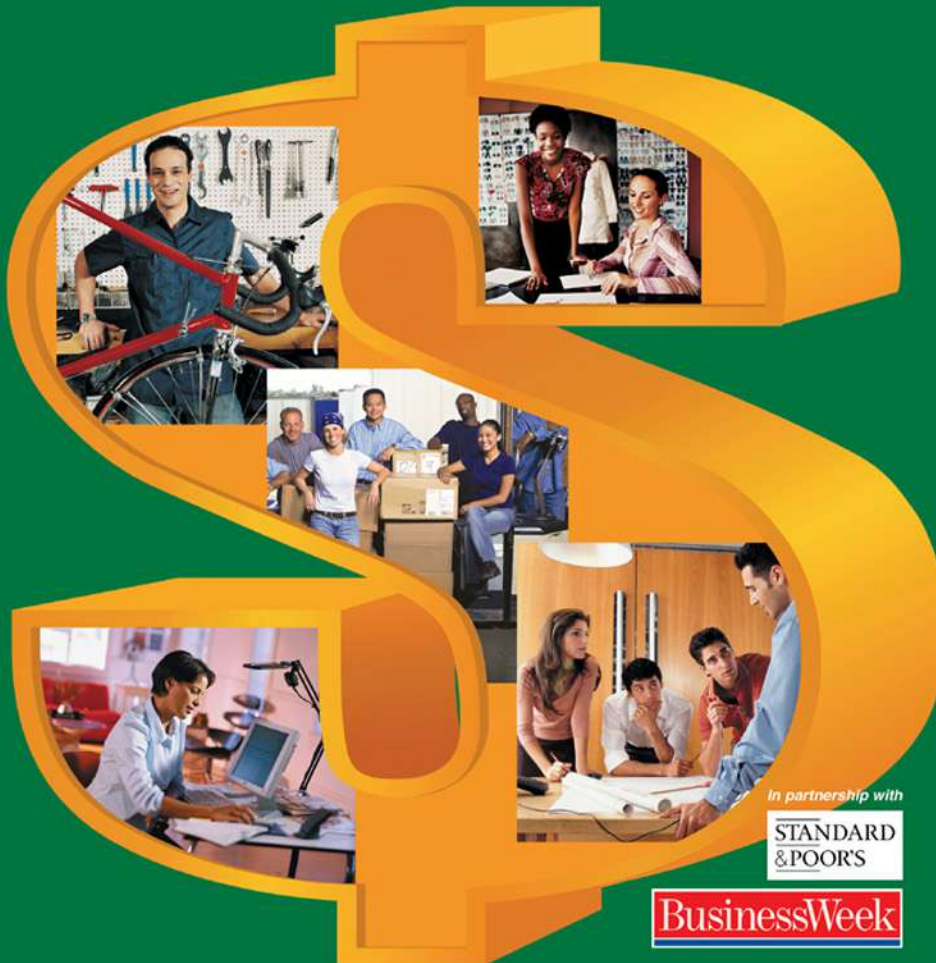


GLENCOE
Entrepreneurship
& Small Business Management



Chapter **2**

Your Potential as an Entrepreneur

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Chapter 2

Your Potential as an Entrepreneur

Section

2.1

Why Be an Entrepreneur?

Section

2.2

What Does It Take to Be an Entrepreneur?

Chapter 2

Section 2.1 Objectives

Describe the rewards of going into business for yourself.

Describe the risks of going into business for yourself.

Chapter 2

Section 2.1 The Main Idea

When you are considering owning your own business, an important first step is to analyze the advantages and disadvantages of entrepreneurship.

Chapter 2

Section 2.1 Key Terms

competition
investment
capital

Graphic Organizer

Rewards of Entrepreneurship

being your own boss

doing something you enjoy

being creative

setting your own schedule

having job security

making more money

being recognized in the community

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Risks of Entrepreneurship

working long hours

having an uncertain income

being fully responsible

rising one's investment

Chapter

2

Risks of Entrepreneurship

Because of intense **competition**, business ownership can be a difficult undertaking.

competition the rivalry among businesses for consumer dollars

Chapter

2

Risking One's Investment

The biggest risk of being in business is the possibility of losing one's **investment**.

investment the amount of money a person puts into his or her business as capital

Chapter 2

Risking One's Investment

One important factor of production for entrepreneurs is acquiring **capital**.

capital the buildings, equipment, tools, and other goods needed to produce a product or the money used to buy these items

Chapter 2

Section 2.1 After You Read

- Describe the rewards of going into business for yourself.

The rewards are being your own boss, doing something you enjoy, having the opportunity to be creative, having the freedom to set your own schedule, having job security, making more money, and being recognized in the community.

Chapter 2

Section 2.1 After You Read

- Describe the risks of going into business for yourself.

The risks of self-employment are working long hours, having an uncertain income, being fully responsible, and risking one's investment.

Chapter 2

Section 2.2 Objectives

Identify the background, characteristics, and skills of successful entrepreneurs.

Explain techniques that will improve your potential for becoming an entrepreneur.

Chapter 2

Section 2.2 The Main Idea

Before going into business, you should determine the characteristics and skills needed to reach your goals.

Chapter 2

Section 2.2 Key Terms

role model
foundation skills
profile
achiever

Who Are Entrepreneurs?

Entrepreneurs are important to the nation's economy.

Researchers have done studies to determine if entrepreneurs have any traits, experiences, and skills in common.

Chapter 2

Background

Many entrepreneurs were influenced early in life by a **role model**.

role model a person with attitudes and achievements that others wish to emulate

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Twelve Characteristics of Successful Entrepreneurs

persistent

creative

responsible

inquisitive

goal-oriented

independent

self-demanding

self-confident

risk-taking

restless

action-oriented

enthusiastic

Chapter

2

Ten Essential Entrepreneurial Skills

Researchers have identified ten **foundation skills** needed to be a successful entrepreneur.

foundation skills the skills used in all jobs and when setting up and running a business

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Ten Essential Entrepreneurial Skills

communication

organizing and planning

math

teamwork

problem-solving

social

technology and computer

adaptability

decision-making

basic business

Chapter

2

Build Your Potential as an Entrepreneur

Successful entrepreneurs often fit a certain **profile**.

profile a set of characteristics or qualities that identifies a type or category of person

Chapter 2

Strengthen Your Entrepreneurial Characteristics

You can strengthen your entrepreneurial characteristics by reading, writing, observing and solving.

You can also think and act like an **achiever**.

achiever a person with a record of success

Graphic Organizer

Develop Your Entrepreneurial Skills

Learn the techniques needed to use the skill.

Put the skill to work in real-life situations.

Ask yourself if you get the results you want; if not, determine how you can improve.

Chapter 2

Section 2.2 After You Read

- Identify the background, characteristics, and skills of successful entrepreneurs.

A can-do attitude and desire are important. Successful entrepreneurs are persistent, creative, responsible, inquisitive, goal-oriented, independent, self-demanding, self-confident, risk-taking, restless, action-oriented, and enthusiastic. Entrepreneurs need communication skills, math skills, problem-solving skills, computer and technical skills, decision-making skills, organizing and planning skills, teamwork skills, social skills, adaptability skills, and basic business skills.

Chapter 2

Section 2.2 After You Read

- Explain techniques that will improve your potential for becoming an entrepreneur.

You can improve your potential by strengthening your entrepreneurial characteristics, by thinking and acting like an achiever, and by developing your skills.

The Electronic **Entrepreneur**



Internet Basics

The Internet and the World Wide Web impact virtually every aspect of daily life.

The Internet is the system that supports the World Wide Web.

The Electronic **Entrepreneur**



Tech Terms

domain name

the name that identifies the numeric IP address

domain name extension

the letters contained in each URL that tells the user what type of organization uses the address, such as commercial (.com), education (.edu), or governmental (.gov)

hyperlinks

electronic links that provide access from one place in a hypertext document to another place in the same or different hypertext document

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Tech Terms

hypertext

a system for writing and displaying text that can be linked to related documents

Hypertext Markup Language (HTML)

the code used to structure Web pages and set up hyperlinks between documents

Hypertext Transfer Protocol (HTTP)

a protocol used to request and transmit Web pages

The Electronic **Entrepreneur**



Tech Terms

Internet

a global network of computer networks that facilitates data transmission and exchange

IP address

a unique numeric code that identifies a computer on the Internet

uniform resource locator (URL)

a series of letters and/or numbers specifying the precise location of a specific document on the Web

The Electronic **Entrepreneur**



Tech Terms

Web browser

a software program used to view Web pages

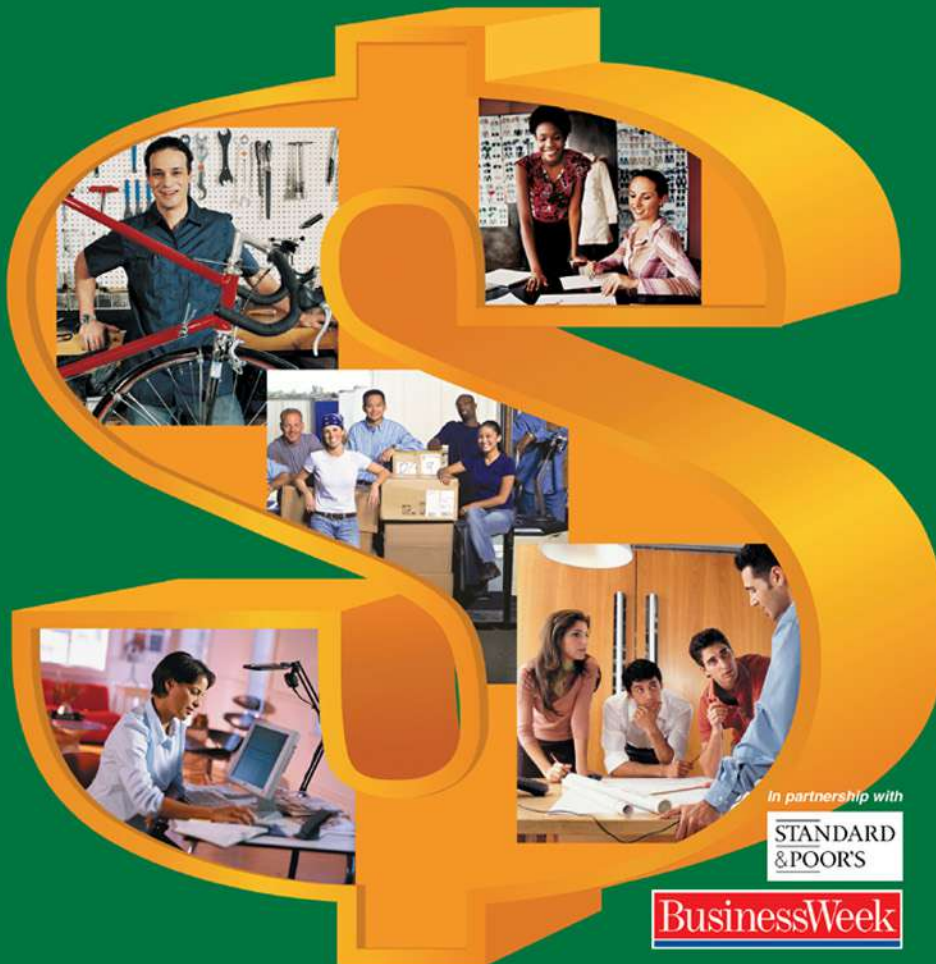
World Wide Web

a vast collection of Web pages that can be read, viewed, and interacted with via computers

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End of Chapter **2**

Your Potential as an Entrepreneur

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