

Unit 1 – What is an Entrepreneur?

Objectives:

- Define what it means to be an entrepreneur
- Compare the pros and cons of being an entrepreneur
- Identify successful entrepreneurs and their achievements
- Describes the characteristics of entrepreneurs
- Identify your entrepreneurial resources
- Explore ways to build your business potential
- Identify the four main types of businesses
- Compare and contrast types of business ownership

Vocabulary:

Employee

Entrepreneur

Aptitude

Attitude

Skill

Mentor

Apprenticeships

Internship

Intrapreneurship

Franchise

Nonprofit organization

Manufacturing business

Merchandising business

Retail business

Wholesale business

Service business

Liability

Limited liability

Unlimited liability

Sole proprietorship

Partnership

Corporation

Stockholders

“double taxation”

Microbusiness

Command economy

Market economy

Mixed economy

Traditional economy

Supply

Demand

Price

*Watch your thoughts – they become words.
Watch your words – they become actions.
Watch your actions – they become habits.
Watch your habits – they become character.
Watch your character – it becomes your destiny.*

What is an Entrepreneur?

1

Who's Who?

1. An **ENTREPRENEUR** is someone who _____ and _____ a business.
2. _____ work for entrepreneurs.
3. _____ are employees who develop new ideas for the business.
4. Who can be an entrepreneur? _____



2

Entrepreneurs in the Economy


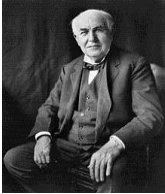





1. Entrepreneurs:
 - a. _____ force
 - b. provide _____
 - c. promote _____
2. Entrepreneurs are the _____ of the U.S. economy!
2. Most businesses in the U.S. are _____ businesses with less than _____ employees.



3

Advantages	Disadvantages
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.

Who Am I?

Who	When	What
<p>Andrew Carnegie</p> 		
<p>Thomas Edison</p> 		
<p>Estee Lauder</p> 		
<p>Ray Kroc</p> 		
<p>Bill Gates</p> 		
<p>Jeff Bezos</p> 		
<p>Michael Dell</p> 		

Project Time! Create an Entrepreneur Poster

1. Go to an internet search engine and search for a list of entrepreneurs. Choose an entrepreneur not discussed in class from the list.
2. Research about the entrepreneur's life and business.
3. Go the class website and download the template for the Entrepreneur Poster.
4. Complete the poster by (1) adding a picture, (2) identifying a value and (3) creating a headline associated with your entrepreneur. On the bottom portion of the poster explain why the value and headline you chose represent your entrepreneur.
5. Add your name where noted.
6. Print your poster to the color printer (357W).

5 Characteristics of Entrepreneurs

- | | | | |
|-----------------------------|-----------------|-------------------|------------------|
| 1. Most entrepreneurs have: | no college | some college | a college degree |
| 2. Most entrepreneurs work: | < 40 hours/week | 40 hours/week | > 40 hours/week |
| 3. Most entrepreneurs are: | <25 years old | 25 – 45 years old | >45 years old |

Item	Aptitude – Natural Ability	Skill – Learned Ability	Need to develop
Communication			
Computation			
Courage			
Creativity			
Curiosity			
Determination			
Discipline			
Empathy			
Enthusiasm			
Flexibility			
Honesty			
Organizing			
Patience			
People			
Problem Solving			
Responsibility			
Technology			

Develop your skills through:

_____ –
people who provide free guidance, tutoring, and suggestions for achieving your goals.


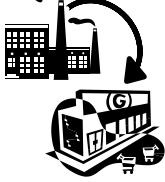
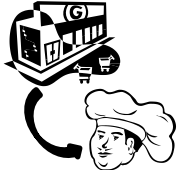

_____ –
short-term, paid or unpaid, training in a business setting.

_____ –
short-term, paid or unpaid, training in a technical trade or skill.

A _____ can make the difference between success and failure because it helps you through tough times.

Types of Businesses by Product

6

<p>Manufacturing</p> 	<p>Wholesaling (merchandising)</p> 
<p>Retailing (merchandising)</p> 	<p>Service</p> 

Types of Businesses by Ownership

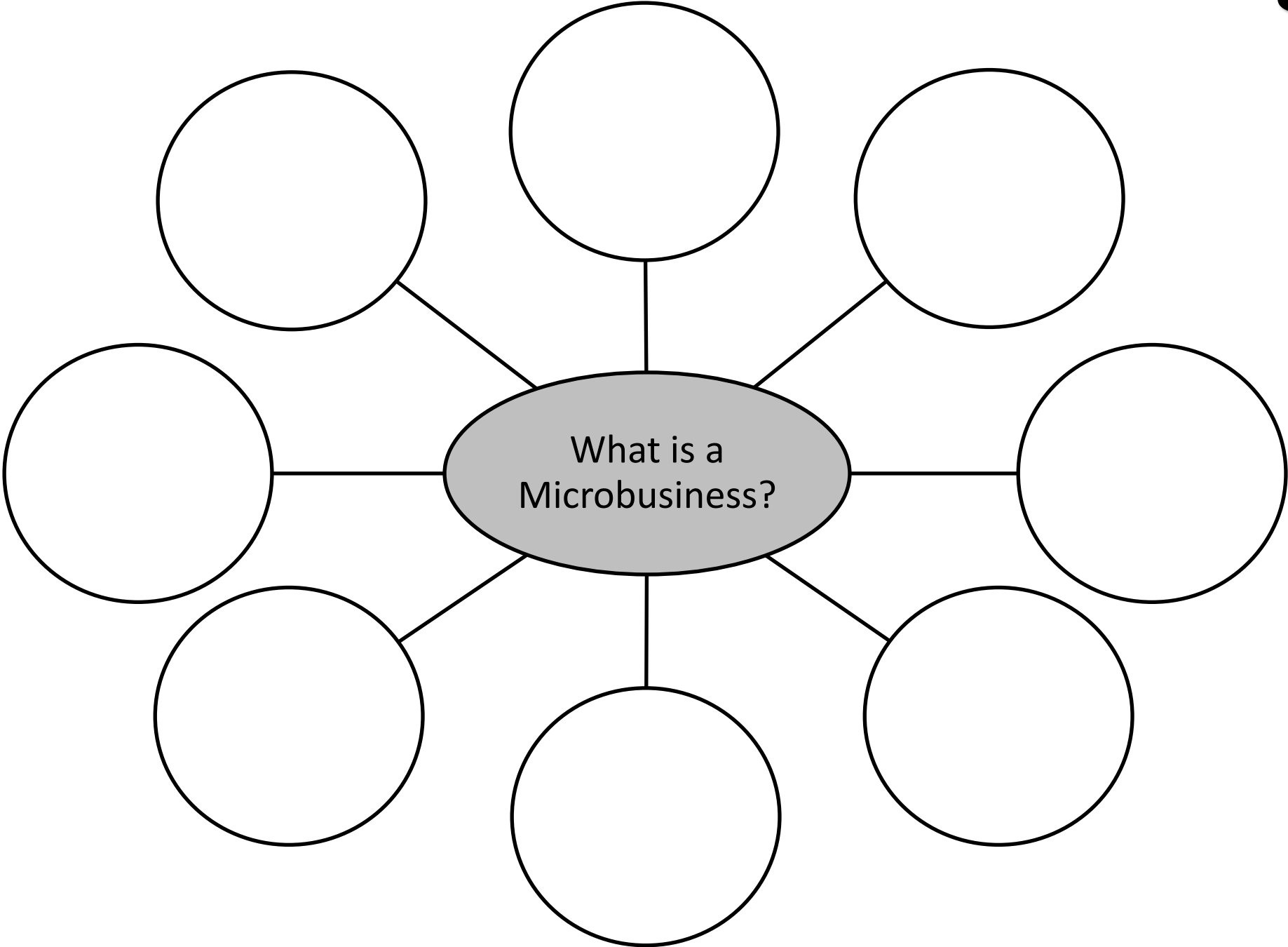
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	Sole Proprietorship	Partnership	Corporation	Nonprofit Organization
Who owns?				
What is liability?				
How is it taxed?				
Who gets profits?				
Who votes?				
How long can it last?				
How easy is it to capitalize (raise money)?				

SPECIAL OFFER: _____

Business arrangement in which an established company sells the rights for others to use the company name and operating plan to sell products or services.

Characteristics of a Microbusiness



A Bit of Economics

9

Economic Systems

Economic System	Definition	Example
Command		
Market*		
Mixed		
Traditional		

*Market economies are also known as _____ or _____ economies.

Role of Supply and Demand

	DEFINITION	FACTORS THAT AFFECT IT
Supply	Quantity of goods and services a business is willing to sell at a specific price and a specific time	
Demand	Quantity of goods and services consumers are willing to buy at a specific price and a specific time.	

A **SALE** is made when **BUYERS (DEMAND)** and **SELLERS (SUPPLY)** _____ on a specific price at a specific time.

Unit Review

1. What is an entrepreneur? _____

2. How do employees and entrepreneurs differ? _____

3. What are the rewards of being an entrepreneur? _____

4. What are the risks that entrepreneurs face? _____

5. What is the difference between aptitude and a skill? _____

6. Why is a positive attitude important to being entrepreneurial? _____

7. Look at the list of entrepreneurial characteristics and note the characteristics you need to develop. Explain what you will do this year to improve one of your weaker areas. _____

8. Why is it beneficial for employees to study entrepreneurship? _____

9. Which do you think is more risky: a sole proprietorship or a partnership? Why? _____

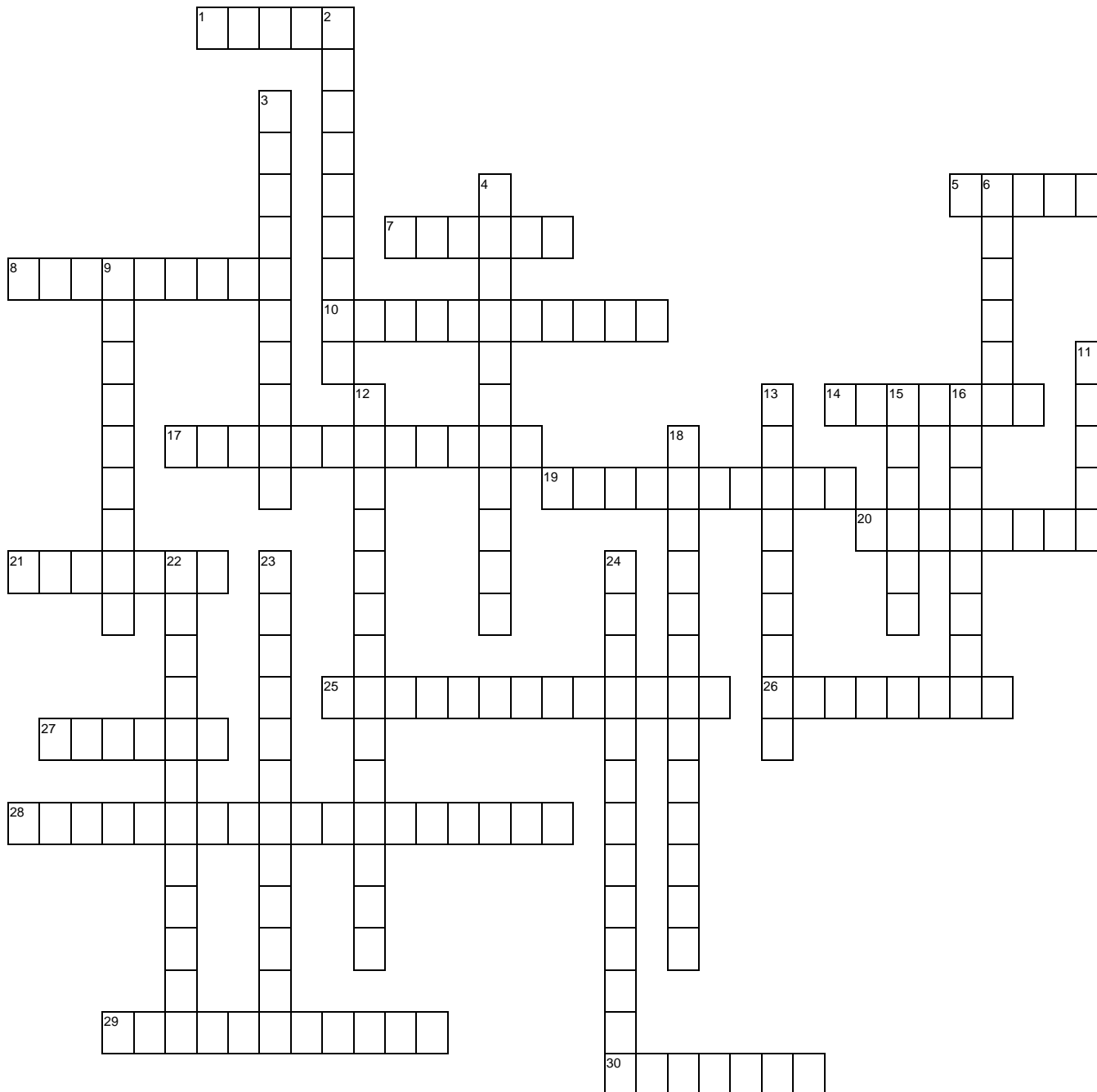
10. Why do you think the government regulates corporations more closely than it does sole proprietorships and partnerships? _____

11. Provide a real-life example of each type of business.
- a. Sole Proprietorship _____
 - b. Partnership _____
 - c. Corporation _____
 - d. Nonprofit Organization _____
 - e. Franchise _____
12. What is the difference between a wholesale and a retail business? _____

13. For profit companies are in business to make money. What is the goal of a nonprofit organization? _____

14. Can a company be engaged in both manufacturing and retailing? Explain your answer. _____

15. What is the difference between limited and unlimited liability? _____



Across

- 1 learned ability
- 5 mix of market and command economies
- 7 another name for merchandising business
- 8 McDonalds, for example
- 10 economy based on customs
- 14 economy controlled by the government
- 17 owners in a corporation
- 19 acts as a middleman between manufacturers and retailers
- 20 way of viewing things
- 21 term used to describe when some of an owner's liability is protected from lenders
- 25 a business that makes the goods it sells
- 26 a person who works for someone else
- 27 economy controlled by supply and demand
- 28 a business owned by one person (2 words)
- 29 a business considered like a person
- 30 business that does tasks for a fee

Down

- 2 financial responsibility
- 3 person learning a skilled trade
- 4 a business owned by two or more people
- 6 person learning in a business setting
- 9 a business that does not earn a profit
- 11 supply and demand determine this
- 12 situation where corporate profits are taxed twice (2 words)
- 13 type of liability where the owner's business and personal money can be used to pay business debts
- 15 someone who provides advice about achieving your goals
- 16 natural ability
- 18 a business that buys finished goods and then resells them to consumers
- 22 a person who creates and runs a business
- 23 an employee who comes up with new ideas
- 24 small business that is easy to start up, has only one worker and has little to no debt