

1.1: Module Objectives



"[Entrepreneurship and the Green Economy](#)" by [US Mission Geneva](#) is licensed under [CC BY-ND 2.0](#).

Alt Text: Man speaking to large group of people

Module Objectives

By the end of this chapter, you should be able to:

Understand Digital Entrepreneurship: Grasp the fundamental concepts of digital entrepreneurship and how the digital age has transformed traditional business models.

Recognize the Impact of Technology: Identify the roles of e-commerce, social media, digital marketing, and emerging technologies in digital entrepreneurship.

Comprehend Basic Entrepreneurship Processes: Outline the key steps involved in starting and managing a business, from idea generation to scaling operations.

Differentiate Types of Entrepreneurship: Distinguish between various types of entrepreneurship, including small business, scalable startups, large company innovation, social, lifestyle, innovative, hustler, and buyer entrepreneurship.

Evaluate the Advantages and Disadvantages of Business Ownership: Assess the benefits and drawbacks of owning and operating a business.

Explore the Growth of Entrepreneurship: Identify factors contributing to the growth of entrepreneurship and the importance of community and organizational support.

Attributions

The final material was curated, edited, authored, and arranged through human creativity, originality, and subject expertise of Gabrielle Brixey, MBA MAC and is therefore under the [CC BY NC SA](#) license when applicable.

This page titled [1.1: Module Objectives](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Gabrielle Brixey](#).