

3.1: Module Objectives



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Alt text: Woman speaking to large crowd

Module Objectives

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

Understand how personal and professional circumstances can create entrepreneurial opportunities.

Learn about various platforms and resources available to support new business ventures.

Assess how innovation within your current job can lead to new business ventures.

Examine different pathways to entrepreneurship, such as family businesses, franchises, web-based ventures, consulting, and buying existing businesses.

Develop skills for generating original ideas and improving existing products or services.

Gain insights into the design thinking process, emphasizing empathy, ideation, prototyping, and testing.

Keep abreast of technological, business, and cultural changes that influence entrepreneurship.

Analyze the impact of no-code platforms, email marketing, IoT, micro-influencers, omnichannel strategies, climate tech investments, and specialized skills on modern business practices.

Understand the importance of networking in entrepreneurship.

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