

COURSE ENDURING UNDERSTANDINGS: **Entrepreneurship and Innovation**

- Entrepreneurs are essential to economic development in the 21<sup>st</sup> century.
- An entrepreneurial mindset recognizes opportunity through curiosity, trends and innovative thinking.
- The business that fails to plan, plans to fail.
- Individuals become better employees, knowing the responsibilities and risks of business ownership.
- Creativity is necessary to be competitive and when competitive, profits increase.
- Social entrepreneurship can work to solve global crises using successful business models.
- Entrepreneurs are visionary individuals who have confidence in their business ventures.