

ENTREPRENEURSHIP FOR ENGLISH MAJOR

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Entrepreneurial Mindset 1

Week 1

WEEK 1: ENTREPRENEURIAL MINDSET 1

1. Entrepreneurship
2. Entrepreneur
3. Global breakthrough Innovators
4. Benefits of Entrepreneurship

ENTREPRENEURSHIP

1. Entrepreneurship is more than the mere creation of business.
2. An entrepreneurial mind-set can be developed in individuals.
3. Entrepreneurship is an integrated concept that permeates an individual's business in an innovative manner.

(Kuratko, 2007)

ENTREPRENEURSHIP

1. Entrepreneurship is a mindset or way of thinking that is opportunity-focused, innovative, and growth-oriented.
2. Entrepreneurship is about a new entry into new or established markets, and exploiting new or existing products and services.
3. Entrepreneurship touches anyone who has the passion to work for herself or himself, anyone who is determined to be independent to take charge of his or her life.

(Allen, 2006)

ENTREPRENEUR

1. Entrepreneurs recognize opportunity, gather the resources required to act on the opportunity, and drive the opportunity to completion.
2. Entrepreneurs recognize opportunity, gather the resources required to act on the opportunity, and drive the opportunity to completion.
3. The only characteristic of entrepreneurs that is arguably intrinsic is passion, or the drive to achieve something.

(Allen, 2006)

ENTREPRENEUR

1. Young Entrepreneurs

Millions of individuals younger than age 35 are actively trying to start their own business today. (Kuratko D.D., 2007)

2. Part-time Entrepreneurs

A major advantage of going into business part-time is the lower risk in case the venture flops. (Zimmerer & Scarborough, 2005)

GLOBAL BREAKTHROUGH INNOVATORS

1. Steve Jobs, of Apple
2. Bill Gates, of Microsoft
3. Larry Page and Sergey Brin, of Google
4. J.K. Rowling, of Harry Potter
5. Belva Devara, of Ruang Guru
6. Nadiem Makarim, of Gojek
7. William Tanuwijaya, of Tokopedia

(Kuratko D. F., 2014)

(website articles source)

GLOBAL BREAKTHROUGH INNOVATORS

1. Steve Jobs, of Apple

The cofounder as well as the chairman and chief executive officer of Apple incorporation. He was well-known as a charismatic entrepreneur who initiated the computer revolution company in 1976 inside his home garage. In 2021, Apple achieved more than \$65 billion with more than 50,000 employees all over the world. Apple was the biggest public company in world by market capitalization and the biggest technology company by the profit and revenue.

(Kuratko D. F., 2014)

GLOBAL BREAKTHROUGH INNOVATORS

2. Bill Gates, of Microsoft

Bill Gates was the chief software architect of Microsoft Corporation, the world leader in software, services, and solutions, and one of the most well-known entrepreneurs of the personal computer revolution. With the acquisition of Microsoft Communications for \$8.5 billion, Microsoft would also come to dominate the office suite market. Microsoft's revenue surpassed \$36 billion, and the company employs over 55,000 people in 85 countries and regions.

(Kuratko D. F., 2014)

GLOBAL BREAKTHROUGH INNOVATORS

3. Larry Page and Sergey Brin, of Google

In 1998, they co-founded Google incorporation together. Now, Google is one of the world's most financially successful and innovative companies because it's been expanding its reach into a various industries area from Google maps to Google cell phones. Google is estimated to run over one million servers in data centers around the world to process over one billion search requests and approximately 24 petabytes of user-generated data every day, with a revenue of \$30 billion.

(Kuratko D. F., 2014)

GLOBAL BREAKTHROUGH INNOVATORS

4. J.K. Rowling, Harry Potter

J.K. Rowling who wrote Harry Potter with seven series of novels that were published between 1997 and 2007, became the best-selling series in children's literature history. She won 34 awards for the writer. From all of her books, she became one of the richest writers in the world with around U\$92 million of wealth.

(Smith Jules, 2013)

GLOBAL BREAKTHROUGH INNOVATORS

5. Belva Devara, of Ruang Guru

Ruang Guru is one of the famous online learning applications in Indonesia. This application provides complete material from grade 1 elementary school to grade 3 high school. In addition, this application also provides exam learning materials for SNMPTN. The teacher room application offers a variety of interesting features that can help students to further enhance their learning activities.

<https://biografi-pengusaha.blogspot.com/2020/04/biografi-belva-devara-pengusaha-muda.html>

GLOBAL BREAKTHROUGH INNOVATORS

6. Nadiem Makarim, of Gojek

GO-JEK is a start-up used by many people because its products make it easier for daily activities such as pick-up and drop-off services, food delivery, delivery service, and other service products. Gojek recorded a 10 percent increase in profit during 2020. In which, Gojek's profit was recorded at USD 12 billion or around Rp. 170 trillion.

http://eprints.undip.ac.id/59631/2/BAB_1.pdf

GLOBAL BREAKTHROUGH INNOVATORS

7. William Tanuwijaya, of Tokopedia

When it was not the first time after the inauguration, Tokopedia.com had success in inviting as many as 509 sellers and 4,560 members to join the official website. But now it become the most famous e-commerce platform in Indonesia. Hootsuite's research also found that the most bought were travel, including accommodation, worth US\$9.38 billion. Then followed by electronics with total spending of US \$ 2.64 billion and fashion and beauty of US \$ 2.31 billion.

<https://www.gramedia.com/literasi/pendiri-tokopedia/>

THE BENEFITS OF ENTREPRENEURSHIP

1. Opportunity to create your own destiny
2. Opportunity to make difference
3. Opportunity to reach your full potential
4. Opportunity to reap impressive profits
5. Opportunity to contribute to society and be recognized for your efforts
6. Opportunity to do what you enjoy and have fun at it

(Zimmerer & Scarborough, 2005)

1. OPPORTUNITY TO CREATE YOUR OWN DESTINY

By owning his/her own business, entrepreneurs become independent and have the the opportunity to achieve what they think is important. Through business they have fully authority and control of their own lives. For example: after spending years in the construction business, Dough Danforth decided to pursue his dream of opening a flower shop in his hometown.

2. OPPORTUNITY TO MAKE A DIFFERENCE

Entrepreneurs are increasingly creating firms because they see an opportunity to help or make a difference and this is very important to them. Entrepreneurs are discovering ways to combine their concerns for social issues and their desire to earn a good living, whether it's providing low-cost, solid homes for people in poor nations or launching a recycling program to protect the Earth's limited resources.

3. OPPORTUNITY TO REACH YOUR FULL POTENTIAL

Many people may feel their jobs to be boring, unchallenging, and uninteresting. Entrepreneurs, on the other hand! To them, there is no distinction among work and play; the two are interchangeable. The enterprises of entrepreneurs become vehicles for ego and personality. They understand that the only limits to their success are those set by their own imagination, zeal, and vision. They feel encouraged when they own a business. "Starting my own business was a spiritual awakening," says Barbie Dallman, who left the protection (and the difficulties) of corporate life at the age of 30 to start a resume service. I discovered what was most essential to me: the ability to pursue my own interests."

4. OPPORTUNITY TO REAP IMPRESSIVE PROFITS

Although money is not the major motivator for most entrepreneurs, the profits that their firms potentially generate are a significant element in their decisions to start businesses. Many entrepreneurs do not become ultra-wealthy, but many do become wealthy. In fact, approximately 75% of the 400 wealthiest Americans on Forbes' list are first-generation business owners.

Thomas Stanley and William Danko: “self-employed people are four times more likely to be millionaires than those who work for others.”

5. OPPORTUNITY TO CONTRIBUTE TO SOCIETY AND BE RECOGNIZED FOR YOUR EFFORTS

Small company entrepreneurs are frequently regarded as some of the most respected and trusted people in their communities. Many well-established small businesses rely on trust and mutual respect in their business dealings. These business owners are grateful for the trust and appreciation they have received from their loyal clients throughout the years. Another benefit for small business owners is that they may play an important role in their local business systems and realize that their efforts have a substantial impact on how well our country's economy runs.

6. OPPORTUNITY TO DO WHAT YOU ENJOY AND HAVE FUN AT IT

Small business entrepreneurs frequently express the opinion that their work isn't truly work. The majority of successful entrepreneurs chose their particular company disciplines because they are passionate about them and love working in them. They've turned their pastimes (hobbies) into professions (jobs), and they're delighted they did. "Find a job doing something you love and you'll never have to work a day in your life," says Harvey McKay. The greatest reward for an entrepreneur is the journey rather than the goal.



THANK YOU

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