

# 13 Feb 2024 - Introduction to Entrepreneurship - Week 01

\* Conformity

\* Goals of entrepreneurship

\* Selfish within social norms

LA

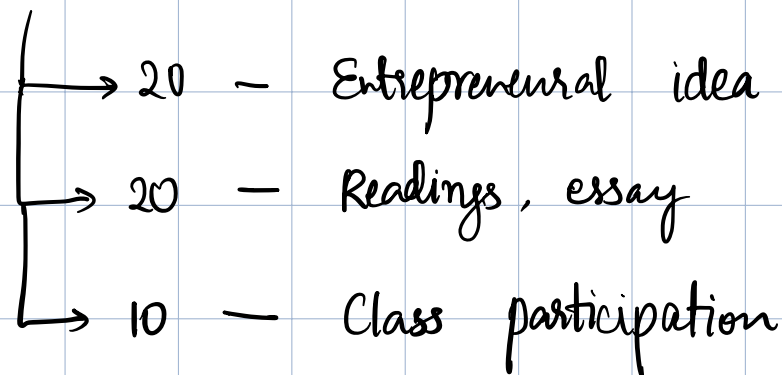
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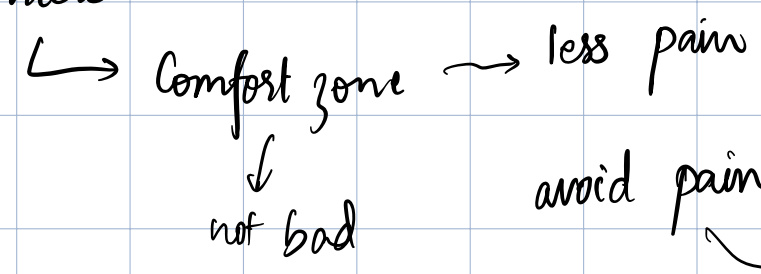
Psychologist

Organizational  
behaviour

50



\* Barriers



avoid pain, seek pleasure

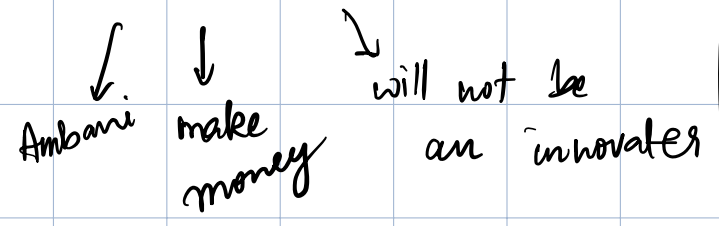
→ even new things that may  
be pleasurable

Mental dilemma

needs money!

↑ makes innovation commercially available

Innovation ≠ Entrepreneurship  
 ≠ Businessman



Next level

↑ we think Education

← Entrepreneurship  
quick

Middle class

Innovators

can solve problems without becoming entrepreneurship

If no profits, people won't innovate

This course will not make you 'become' an entrepreneur  
but to have an entrepreneurial mindset.

innovator  $\xleftrightarrow{\text{continuum}}$  entrepreneur

look at problems,  $\rightarrow$  try to solve problems  $\rightarrow$  make them  
sustainable

Sahar Hashemi

sustainable  
 $\downarrow$   
needs profit