Midterm quiz:

For your midterm, please first explain how ideas occur to (potential) entrepreneurs. Recall our discussions about opportunity recognition in class. You should discuss topics including memory retention and recall. After an entrepreneur recognizes an opportunity, they need to perform a thorough feasibility analysis. Explain the components of a feasibility analysis. Describe how these apply to the business idea assigned to you. The best entrepreneurs (or business leaders) are able quickly and comprehensively analyze opportunities. Explain how these high performance entrepreneurs (or business leaders) find and maintain a balance between analyzing data and taking action.

Important Guidelines:

You must work on this test alone. Working in teams or groups is unacceptable. Most responses will be around five pages, plus appendices. Figures and diagrams should be included at the end of your document as an appendix. The total document should not exceed eight pages (5 text, 3 appendices). You are not required to reference the text; however, any other external reference should be included and cited. Turn in your exam through MyCourses by Monday morning, 8:00 a.m. Email, text, or call with any questions. I will try to respond over the weekend as quickly as I am able. Good luck! See you Monday.