

Sarah Noble

CYSE 494

Week 5 Journal Entries

**Entry 1: What are the connections between the disciplines addressing entrepreneurship at ODU?**

There are different disciplines at ODU that address entrepreneurship such as marketing, business, psychology, etc. All of the listed degrees can be studied in order to learn more about entrepreneurship and what it entails. Marketing is extremely important in entrepreneurship as it shows how to promote their product or company to consumers. It can also help entrepreneurs figure out their target market, how to stand out from the competition, and different advertising methods. A business degree is one of the most popular among entrepreneurs because it provides a broad overview of what it takes to run a successful business; in addition to this, it shows how a business is able to operate and how to compete with other companies on the market. Lastly, a psychology degree is needed in order to have an understanding of consumers and the reasons behind their thoughts and actions. This degree can be helpful in building relationships with customers and improving your communication and empathy skills.

**Entry 2: Is entrepreneurship an art or science?**

In my opinion, entrepreneurship can be considered both an art and a science. Art is used in entrepreneurship since it requires vision, creativity, and imagination. Entrepreneurs create a new invention using these intangible skills in order to sell their product; additionally, they must utilize creativity to demonstrate how their product or service is different from ones already on the market. However, entrepreneurship can also be considered a science because performance indicators, analytics, methodologies, etc. are all needed in order to gauge your success and how well your company is doing. Each quarter, activity should be analyzed and reported to be able to create a plan for your business to remain successful.

**Entry 3: How is failure good?**

I believe that failure can be a good thing because it gives the opportunity to reassess and identify any mistakes or room for improvement. In an entrepreneurship, failing is almost inevitable as most things will not go the way it is envisioned the first time around. While some may try to avoid failing at all, it shows a willingness to try and can provide feedback for the next time. It also allows for an individual to learn how to trust themselves, their abilities, and their decisions. Learning from failure is key to success; on the other hand, a fear of failure can end up hindering your success.

**Entry 4: What have I learned from failing?**

After experiencing a failure for the first time, it can be difficult to motivate yourself to try again. While failing at something can be viewed as a negative thing, it can also build resiliency and

humility which are both essential in overcoming failure. Trusting the process gives you numerous opportunities for growth and personal development. It allows you to reflect on your mistakes while providing knowledge and insight. In my personal experience, failure has taught me to examine what I did wrong, how I can do it better, and how to innovate. While failing is not necessarily ideal, it does bring you a step closer to success.

**Entry 5: What ethical issues might arise related to what I am working on?**

For our group project, my group and I are developing a cybersecurity education program for students in middle and high schools. To make this program, we must use technology in the classroom which can also come with some ethical issues. For one, allowing students to use electronic devices can be disruptive to their classroom learning; in addition to this, another ethical issue is the quality of the teaching and learning experience. A student's learning depends on the quality of the course, the program content, and content delivery; therefore, it may be difficult for certain students to learn from our method of teaching and learning.