

Marlowe Cosby

9/9/22

WCS 494

1. Am I an entrepreneur? 9/6/22

The very first thing I learned about entrepreneurship is that, any and everyone has what it takes to become an entrepreneur if willing to put in the time, and work. Entrepreneurs come from all sorts of backgrounds and not just flat out business. Being the person I myself am, I do believe myself to not only be an entrepreneur but one with a good foundational skillset with great potential. My favorite piece of information when reading in our first module was actually “Any background or profession can be an entrepreneur. Any idea can be translated from the arts, sciences, and even team sports into an innovative entrepreneurship” found in the section titled Diverse Translations into Entrepreneurship-2. I think this is a clear description and relatable example as well to get the brain working.

2. What is success? 9/6/22

Success to me has always been dependent upon what one views as an achievement or overcoming failure. A hot dog salesman may find success in just breaking even after a few years of his struggling business whereas a stockbroker could make 50,000 dollars off one trade and be disappointed it wasn't more. I believe success to be in the eye of its beholder, but that holds no true answer. Success could also be achieving those short term and long term goals set for your business/service/ideas. Success is the point of content within your work, business.

3. Am I a self-starter? How well do I follow through on my ideas? 9/7/22

I do believe I am a self-starter due to the ways I am with my own work at times. I can be a bit harsh with expectations of myself having them a bit higher than usual. But no one pushes me harder than myself, being a Cybersecurity major I clearly don't run from challenges, and I am able to find comfort and keep pace in difficult situations. I also believe that teamwork is the best thing for all businesses/services because the more people that can properly communicate and work together towards similar, same goals is a beautiful thing that will bring nothing but success.

4. How does ODU view entrepreneurship? 9/6/22

ODU views it as a way of thinking of approaching problem solving of many kinds, and of generating solutions. At the same time, ODU also views it as something that can be for everyone if you put the work in. A person of any background, skillset can be useful and use what they are best at to their advantages. ODU also has the notion that entrepreneurship and innovation is interdisciplinary and diverse. ODU overall is extremely informative and welcoming of students to learn more about entrepreneurship and also gives out plenty of resources.

5. What is my role in this ecosystem? 9/7/22

In this current ecosystem at ODU, I am a senior student pursuing a degree in Cybersecurity, while also studying communications. I am taking an entrepreneurship course to not only open another possible door for myself down the line, but expand my general knowledge and learn more about different ways to approach problems and make solutions.

6. What is design thinking? 9/8/22

The world has a lot of big issues, and small issues, from world hunger, poverty to spilling a glass of water. Design thinking came about from a pair of scholars from Stanford, design thinking was born to broaden perspectives, and help create better solutions no matter the type of issue or problem at hand. Design thinking forces people to create alternative options that had not existed before. It is also a balance of understanding the needs of the user, context and culture of the stakeholders as well. It has provided a method and a unifying language for multidisciplinary collaboration, ultimately leading to better solutions and more creativity at an accelerated rate.

7. How has design thinking influenced a product I use? 9/9/22

Nearly every product goes through countless cycles of design thinking. But one example would be Netflix. Netflix has gone through many updates, and changes over time and that's due to them working with users, taking feedback, looking at user interaction, experience within their product and taking back that information given to them and using it to better their product for the customers. Netflix has tailor made browsing television and movies to each consumers preferred preferences and at the same time giving them related recommendations they are likely to enjoy. Netflix allows users to filter through and have settings when browsing to narrow down options, and specific categories as well. Netflix is actively paying attention to what is going on in the world as well as many of their series, films relate to real world incidents and at times they even do things like change the format of their application to better satisfy customers. During the Black Lives Matter protests, Netflix added sections of "Strong Black Lead", "Black Sitcom" etc. and more as their form of support to the people and an attempt to share work of talented Black people.

Throughout the week, I read the modules and completed questions in order with date listed next to them.