

**Entrepreneurship © 2013**  
**Chapter 1: Entrepreneurial Careers—Glossary**

**aptitude.** Natural ability to do or learn something.

**attitude.** Feelings that a person has about people or things.

**career clusters.** Sixteen groups of occupational and career specialties.

**entrepreneur.** Person who starts a new business.

**entrepreneurship.** Taking on both the risks and the responsibilities of starting a new business.

**goal.** Something a person wants to achieve in a specified time period.

**leader.** Someone who influences others and makes things different or makes things better.

**self-assessment.** Tool that helps an individual understand his or her personal preferences and identify strengths and weaknesses.

**skill.** Ability learned over time and which can be done well.

**SMART goal.** Goal that is **s**pecific, **m**easurable, **a**ttainable, **r**ealistic, and **t**imely.

**start-up companies.** Newly created businesses.

**traits.** Traits are behavioral and emotional characteristics.

**values.** Beliefs of a person or a culture.