**Chapter 3: Opportunities, risk , legal and ethical considerations**.

**Analyzing and managing risk**

**Starter activity:**

**After reading resource book page 65, list down various rewards undertaking an enterprise:**

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**Development activity:**

**Answers to activity 3.3 course book page 42**

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**Support notes:**

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**Practice Activity:**

|  |  |
| --- | --- |
| **Key term** | **definition** |
| risk-keen |  |
| risk optimizers |  |
| risk reducers |  |
| risk averse |  |

**Now read the case study on course book page 43 and answer the question :**

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