

## COURSE OUTLINE

### **Entrepreneurship 102 The Entrepreneurial Mindset**

#### **Catalog Statement**

ENTRE 102 is an introduction to innovation in its true economic and social context by studying the unlimited opportunities that an entrepreneurial mindset can provide. Students study the skills, attitudes, and behaviors that successful entrepreneurs have historically possessed, as well as the issues, circumstances, and obstacles that shaped their time. Additionally, students analyze modern day successful entrepreneurs who faced hardship and adversity by embracing an entrepreneurial mindset. The characteristics of the entrepreneurial mindset will be dissected and applied to the student's own mindset and entrepreneurial potential.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

**Total Course Units: 3.0**

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours to Be Arranged: 0.0

**Total Faculty Contact Hours: 48.0**

Recommended Preparation: Eligibility for English 120 or ESL 151.

#### **Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

- evaluate compositions for unity, sufficiency of development, evidence, coherence, and variety of sentence structure;
- comprehend multi-paragraph reading passages in textbooks.

#### **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- analyze circumstances, skills, and strategies that yield entrepreneurial success;
- establish individual goals to develop personal entrepreneurial skills;
- demonstrate an understanding of basic financial literacy;
- understand the value of a successful community and its resources to the growing entrepreneur.

#### **Course Content**

**Total Faculty Contact Hours = 48.0**

Empowering Entrepreneurs (6 hours)

Beliefs and assumptions that empower entrepreneurs

Circumstances surrounding entrepreneurial successes and failures

Transforming Entrepreneurial Concepts (**6 hours**)

Requirements of implementing an entrepreneurial concept

Implementation of a concept to achieving sustainable success

Entrepreneurial Opportunities (**6 hours**)

Opportunities, skills, and strategies which yield success

Goal Setting (**6 hours**)

Successful goal setting

Individual goals to develop personal entrepreneurial skills

Learning Strategies (**6 hours**)

The impact of knowledge applied to effort

The power of self-directed lifelong learning

Creating Sustainable Wealth (**6 hours**)

Understanding basic financial literacy

Sustainable wealth creation

Building a Sustainable Brand (**6 hours**)

The importance of reliability and responsibility

Networking (**6 hours**)

The value of a community

Collaboration with innovators, mentors, and advisors

Implementing a personal community of success

### **Methods of Instruction**

The following instructional methodologies may be used in the course:

- lecture;
- demonstrations;
- multi-media;
- guest speakers.

### **Out of Class Assignments**

The following out of class assignments may be used in this course:

- reflection response papers (e.g. a reflection on a personal experience with an entrepreneur within the local community).

### **Methods of Evaluation**

The following methods of evaluation may be used in this course:

- quizzes;
- midterm examination;
- final examination.

### **Textbooks**

Taulbert, Clifton L., and Gary Schoeniger. *Who Owns the Ice House?: Eight Life Lessons from an Unlikely Entrepreneur*. 1st ed. Cleveland: ELI, 2010. Print.  
10<sup>th</sup> Grade Reading Level. ISBN: 0971305919

### **Student Learning Outcomes**

- ascertain the economic, political, social and technological climate that supports and hinders the spirit of entrepreneurship;
- trace the origins of the entrepreneurial ideas focusing on the economic, social and technological conditions of the time;
- evaluate the impact and benefits of applying the lessons learned in dissecting the entrepreneurial mindset;
- translate the historical applications of implementing the characteristics of an entrepreneurial mindset to current applications;
- consider the potential for current implementation of the characteristics considering modern day issues, opportunities, and obstacles.