

COURSE OUTLINE**Entrepreneurship 102**  
**The Entrepreneurial Mindset****I. Catalog Statement**

Entrepreneurship 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.

Units -3.0

Lecture Hours -3.0

Recommended Preparation: Eligibility for English 120 or ESL 151.

**II. Course Entry Expectations**

Skill Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 1.

**III. Course Exit Standards**

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

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

**IV. Course Content****Total Contact Hours= 48**

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|---|---------|
| A. Empowering Entrepreneurs   | 6 hours |
| 1. Beliefs and assumptions that empower entrepreneurs               |         |
| 2. Circumstances surrounding entrepreneurial successes and failures |         |
| B. Transforming Entrepreneurial Concepts                            | 6 hours |
| 1. Requirements of implementing an entrepreneurial concept          |         |
| 2. Implementation of a concept to achieving sustainable success     |         |

C. Entrepreneurial Opportunities	6 hours
1. Opportunities, skills, and strategies which yield success	
D. Goal Setting	6 hours
1. Successful goal setting	
2. Individual goals to develop personal entrepreneurial skills	
E. Learning Strategies	6 hours
1. The impact of knowledge applied to effort	
2. The power of self-directed lifelong learning	
F. Creating Sustainable Wealth	6 hours
1. Understanding basic financial literacy	
2. Sustainable wealth creation	
G. Building a Sustainable Brand	6 hours
1. The importance of reliability and responsibility	
H. Networking	6 hours
1. The value of a community	
2. Collaboration with innovators, mentors, and advisors	
3. Implementing a personal community of success	

**V. Methods of Presentation**

The following instructional methodologies may be used in the course:

1. lecture;
2. demonstrations;
3. multi-media;
4. guest speakers.

**VI. Assignments and Methods of Evaluation**

The following assignments and methods of evaluation may be used in the course:

1. quizzes.
2. reflection response papers (e.g. a reflection on a personal experience with an entrepreneur within the local community);
3. final examination.

**VII. Textbooks**

Taulbert, Clifton and Shoeniger, Gary. Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur.

Cleveland, OH: ELI Press, 2010.

10<sup>th</sup> Grade Reading Level. ISBN: 0971305919

**VIII. Student Learning Outcomes**

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