

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** BUS. 171 **TITLE:** The Entrepreneurial Mindset
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
Method of Grading: Letter Grade Only
Recommended Preparation:
 Eligibility for ENGL 100, or Eligibility for ENGL 105

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**
Catalog Description:
 This course on the Entrepreneurial Mindset engages and inspires students with the determination and perseverance to succeed in business. The course encompasses success concepts in the context of entrepreneurship, and provides for experiential learning beyond the classroom, building relationships and networks that will contribute to opportunities and realization of business and personal goals.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
1. Identify common traits of entrepreneurs throughout history as well as understand traits and interests as a means of personal empowerment.
 2. Evaluate the role of culture, and political and legal structures on entrepreneurship.
 3. Describe the impact of entrepreneurs on social change and equity.
 4. Effectively interact with current entrepreneurs.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
1. Identify similar traits of entrepreneurs throughout history.
 2. Evaluate the role of culture, and political and legal structures on entrepreneurship.
 3. Describe the impact of entrepreneurs on social change and equity.
 4. Identify personal entrepreneurship traits and interests as a means of personal empowerment.
 5. Interact with current entrepreneurs.

6. **COURSE CONTENT:**
Lecture Content:
1. Entrepreneurship
 - A. Historical and modern
 - B. Other types
 - i. Criminal
 - ii. Social
 2. Entrepreneurship as a factor of production
 - A. How entrepreneurship flourishes
 - i. Tax policy
 - ii. Laws and regulatory environment
 - iii. The negative impact of corruption
 - iv. Government assistance
 - a. SBA
 - B. Mobilization of other factors
 - i. Capital
 - ii. Human resources
 - iii. Natural resources
 - C. How entrepreneurs contribute to and drive social change
 3. The Entrepreneurial Mindset
 - A. Key traits of entrepreneurs
 - i. Self-starting
 - ii. Tolerance for ambiguity

- iii. Locus of control
- iv. Choice
- v. Opportunity
- vi. Action
- vii. Knowledge
- viii. Resourcefulness
- ix. Reliability
- x. Community
- xi. Persistence
- B. Critical thinking
- C. Emotional intelligence
- D. Social intelligence
- E. Resiliency

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Discussion
- D. Guest Speakers
- E. Other (Specify): Case Studies, Group Exercises, Interview/Mentorship, Presentation of audio-visual materials

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Students will prepare short written assessments based on case study provided.

Students will submit a 10-12 page paper relevant to course material.

Reading Assignments:

Assigned reading from course textbook.

Reading of case studies to be used for written analysis.

Other Outside Assignments:

Presentation of audio-visual materials.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Group Projects
- C. Oral Presentation
- D. Papers
- E. Quizzes
- F. Written examination
- G. Case Studies, Lecture/Discussion, Presentation of audio-visual materials

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Neck, H.M., Neck, C.P., Murray E.L.. *Entrepreneurship: The Practice and Mindset*, 1st ed. SAGE Publications, Inc, 2017
- B. Taulbert, C. and Schoeniger, G. . *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur* , 1st ed. ELI Press, 2010

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Course Originator: Peter von Bleichert