This course enables students to understand and utilize the thought processes of successful entrepreneurs and business people. Students will engage in experimental learning through the process of identifying business problems and finding solutions of business value. Fundamental concepts include recognizing business opportunities, building a brand, networking, and putting ideas into action. A variety of inspirational entrepreneurship case studies and hands-on business exercises will be used to reinforce the concepts.

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COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Establish and develop entrepreneurial attitudes, behaviors, and skills
2. Identify, evaluate, and validate opportunities in ambiguous, real-world circumstances
3. Understand and experience the entrepreneurial process
4. Identify social and situational factors that encourage or inhibit entrepreneurial behavior

COURSE OBJECTIVES:
1. Establish and develop entrepreneurial attitudes, behaviors, and skills
2. Understand and experience the entrepreneurial process
3. Identify social and situational factors that encourage or inhibit entrepreneurial behavior
4. Identify, evaluate, and validate opportunities in ambiguous, real-world circumstances

COURSE CONTENT:

LECTURE CONTENT:

A. Introduction of a successful business mindset
   1. The power of choice vs. circumstances
   2. Common characteristics of successful entrepreneurs and business people
   3. Individual empowerment
B. Opportunity recognition
   1. Identification of business problems
   2. Possible solution development
   3. Experimental learning
   4. Solution validation
C. Ideas into action
   1. Identifying and overcoming obstacles
   2. Action-oriented mindset
   3. Time and effort prioritization
D. Knowledge and information pursuit
   1. Analyzing options
   2. Networking
   3. Experimentation and feedback
E. Value creation
   1. Understanding the customer
   2. Value propositions
   3. Leveraging existing resources
   4. Resourcefulness
F. Brand development
   1. Reputation
   2. Reliability
   3. Consistency of brand
G. Networking
   1. Creating and utilizing communities
   2. Finding mentors
   3. Leveraging community organizations and influencers
H. Persistence
   1. Overcoming challenges
   2. Experimental learning vs. failure
   3. Business case studies
**METHODS OF INSTRUCTION:**

A. Lecture:

B. Online:

**INSTRUCTIONAL TECHNIQUES:**

Lecture, Discussion, and Project Activity

Presentation material/slides

Reading assignments from handouts and/or companion book

Video

Flipped classroom activities

**COURSE ASSIGNMENTS:**

**Out-of-class Assignments**

Weekly reading and homework assignments.

**Reading Assignments**


**METHODS OF STUDENT EVALUATION:**

Final Exam

Short Quizzes

Projects (ind/group)

Problem Solving Exercises

Oral Presentations

**Demonstration of Critical Thinking:**

TBD

**Required Writing, Problem Solving, Skills Demonstration:**

TBD

**TEXTS, READINGS, AND RESOURCES:**

**TextBooks:**


**Manuals:**


**LIBRARY:**

Adequate library resources include:

**Comments:**

**Attachments:**

[Attached Files]