COURSE OUTLINE OF RECORD

Number: BUS G101  TITLE: The Mindset of Business Success

ORIGINATOR: Bern Baumgartner  EFF TERM: Spring 2017
FORMERLY KNOWN AS:  DATE OF OUTLINE/REVIEW: 10-18-2016
CROSS LISTED COURSE:  TOP NO: 0506.40

SEMESTER UNITS: 3.0  CID:
HRS LEC: 54.0  HRS LAB: 0.0  HRS OTHER: 0.0
CONTACT HRS TOTAL: 54.0
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
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.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
  Business
  Small business development (entrepreneurship)

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER:

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY:

OCCUPATIONAL (SAM) CODE: D

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Part of the planned GWC Entrepreneurship - Small Business Startup and Management Essentials
Proposing placement in Area E CSU GE and GWC local GE pattern Area E.

GE AND TRANSFER REQUIREMENTS MET:
  GWC AA - Area E Lifelong Understanding and Self-Development
  Area E Lifelong Understanding and Self-Development

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