

# BUS G101: THE MINDSET OF BUSINESS SUCCESS

Item	Value
Curriculum Committee Approval Date	10/20/2020
Top Code	050640 - Small Business and Entrepreneurship
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course 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. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Evaluate a business idea using the Opportunity Discover Canvas methodology.
3. Describe the process of developing a personal business brand.
4. Practice business protocols and professionalism.

## Course Objectives

- 1. Describe entrepreneurial attitudes, behaviors, and skills.
- 2. Demonstrate the entrepreneurial process in developing a business idea.
- 3. Identify social and situational factors that encourage or inhibit entrepreneurial behavior
- 4. Identify, evaluate, and validate opportunities in ambiguous, real-world circumstances

## Lecture Content

Introduction of a successful business mindset The power of choice vs. circumstances Common characteristics of successful entrepreneurs and business people Individual empowerment Opportunity recognition Identification of business problems Possible solution development Experimental learning Solution validation Ideas into action Identifying and overcoming obstacles Action-oriented mindset Time and effort prioritization Knowledge and information pursuit Analyzing options Networking Experimentation and feedback Value creation Understanding the customer Value propositions Leveraging existing resources

Resourcefulness Brand development Reputation Reliability Consistency of brand Networking Creating and utilizing communities Finding mentors Leveraging community organizations and influencers Persistence Overcoming challenges Experimental learning vs. failure Business case studies

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, Discussion, and Project Activity Presentation material/slides Reading assignments from handouts and/or companion book Video Flipped classroom activities

## Reading Assignments

Companion Book , Who Owns the IceHouse. by Clifton Taulbert and Gary Schoeniger.

## Out-of-class Assignments

Weekly reading and homework assignments. Prepare short-term, intermediate, and long-term SMART Goals. Multi-week project that iterates on a business idea using the Opportunity Discovery Canvas.

## Demonstration of Critical Thinking

Use of Opportunity Discover Canvas model to evaluate business ideas and solve business problems.

## Required Writing, Problem Solving, Skills Demonstration

Students will identify Problems worth solving or unmet needs in the marketplace. Students will test their assumptions by interviewing potential customers and researching problems and corresponding solutions. Results will be presented to class for evaluation of problem/solution viability in the marketplace.

## Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Small business development (entrepreneurship): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Taulbert, Clifton and Schoeniger, Gary. Who Owns the Ice House., Latest ed. Cleveland, OH: ELI Press, 2010 Rationale: Required reading for course.

## Manuals Resources

1. Schoeniger, Gary. Ice House Entrepreneurship Program, ELI Press, (Latest ed.) , 01-01-2015