

Course Outline for Entrepreneurship 5 THE ENTREPRENEURIAL MINDSET

Catalog Description:

5: The Entrepreneurial Mindset

3 units

A study of social and business entrepreneurs throughout history and around the world. An exploration of the traits that enable entrepreneurs to thrive in vastly different cultures and eras, and the important contributions made by these innovators.

	Units	Contact Hours	
		Week	Term
	3.00		
Lecture		3.00	52.50
Laboratory		0	0
Clinical		0.00	0.00
Total	3.00	3.00	52.50

Prerequisite Skills:

None

Expected Outcomes for Students:

Upon completion of this course, the student should be able to:

1. Identify similar traits of entrepreneurs throughout history;
2. identify differences in entrepreneurial traits in different areas or regions of the world;
3. evaluate the role of culture and political and legal structures on entrepreneurship journeys;
4. evaluate the impacts of trade, migration and globalization on entrepreneurial opportunities;
5. describe the impact of entrepreneurs on political change, economic development, and lowering of class and gender barriers;
6. distinguish between entrepreneurship for good, for money, for evil;
7. identify personal entrepreneurship traits and interests as a means of personal empowerment.

Course Content:

1. Medieval entrepreneurs
2. Renaissance entrepreneurs
3. Pre-20th Century American entrepreneurs
4. 20th Century American entrepreneurs
5. Global entrepreneurs of the last 300 years
6. Criminal entrepreneurs
7. Social entrepreneurs
8. Modern day entrepreneurs
9. Key traits of entrepreneurs:
 - A. Making choices
 - B. Seeing problems as opportunities
 - C. Taking action
 - D. Constant learning
 - E. Building community
 - F. Being persistent
 - G. Long-term thinking
10. The entrepreneurial mindset and personal empowerment

Methods of Presentation

1. Case Study
2. Lecture/Discussion
3. Presentation of audio-visual materials

Assignments and Methods of Evaluating Student Progress

1. Typical Assignments
 - A. Write a three-page paper that compares and contrasts the lives of three entrepreneurs of your choosing, one pre-20th century, one from Europe or Asia, and one post-20th century. In your paper, explore each entrepreneur's upbringing, the source of their entrepreneurial motivation, and the political, financial and social challenges they overcame to bring their entrepreneurial dreams to reality.
 - B. Interview an entrepreneur in our community about his or her entrepreneurship journey. In a 5-minute presentation to the class, describe this person's key entrepreneurial traits, and identify the entrepreneur we've learned about in this class that you think is most similar to your entrepreneur.
2. Methods of Evaluating Student Progress
 - A. Exams/Tests
 - B. Group Projects
 - C. Papers
 - D. Final Examination or Project
 - E. Oral Presentation

Textbooks (Typical):

Shillingford, R. (2010). *The History of the World's Greatest Entrepreneurs* (1st/e). The History of the World's Greatest.

Taulbert, C. and Schoeniger, G. (2010). *Who Owns the Ice House? Eight Life Lessons From an Unlikely Entrepreneur* (1st/e). eli press.

Special Student Materials

None