



El Camino College
COURSE OUTLINE OF RECORD – Official

Subject:	BUS
Course Number:	528
Descriptive Title:	Think Like an Entrepreneur
Division:	Business
Department:	Business Management
Course Disciplines:	Management
Catalog Description:	<p>This course explores business ownership through an entrepreneurial mindset. Students will learn the fundamental principles of entrepreneurship, innovative thinking, and risk assessment. Through case studies, discussions and interactive exercises students will focus on identifying market needs, developing business ideas, and evaluating their feasibility within a competitive marketplace. This course will prepare students to develop their own unique venture or contribute within an existing organization.</p> <p>NOTE: The content of BUS 528, a noncredit course, is identical to the content of BUS 128, a credit course. BUS 528 shall be offered with BUS 128 as a dual-roster course.</p>
Prerequisite:	
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	1
Hours Laboratory (per week):	0
Outside Study Hours:	2
Total Course Hours:	18
Course Units:	0
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Noncredit
Transfer CSU:	No
Effective Date:	
Transfer UC:	No
Effective Date:	
General Education ECC:	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	

Term:	
Other:	
Student Learning Outcomes:	<ol style="list-style-type: none"> 1. Entrepreneurial Mindset: Discuss the attitudes, values, characteristics, and behavior associated with possessing an entrepreneurial mindset and engaging in successful entrepreneurial behavior. 2. Enterprise Creation: Discuss what is meant by entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process. 3. Development Plan: Develop a personal development plan for future entrepreneurial action and continued learning based on personal reflection and external feedback.
Course Objectives:	<ol style="list-style-type: none"> 1. Define the impact that social media has on consumer behavior and brand engagement. 2. Identify key platforms and their unique features for marketing purposes. 3. Develop compelling text, image, and video content for different platforms. 4. Utilize content calendars and scheduling tools to plan and manage content distribution. 5. Explore different types of social media advertising formats (e.g., sponsored posts, video ads). 6. Set advertising objectives, budgets, and targeting parameters. 7. Respond to audience interactions and feedback effectively. 8. Identify relevant social media metrics and analytics tools. 9. Make data-driven decisions to optimize future marketing efforts. 10. Integrate content creation, advertising strategies, and community engagement tactics into a cohesive marketing plan.
Major Topics:	<ol style="list-style-type: none"> 1. Entrepreneurial Thinking (3 hrs) <ol style="list-style-type: none"> A. Defining Entrepreneurship and the growth mindset B. Response and Resilience C. The Entrepreneur Born or Made? (Nature vs. Nurture Debate) D. Characteristics of Successful Entrepreneurs E. Entrepreneurial Education and Training 2. Identification of Opportunities (Created or Discovered) (5 hrs) <ol style="list-style-type: none"> A. Innovation in Entrepreneurship B. Opportunity Discovery Theory / Opportunity Creation Theory C. Market Needs and Gaps D. Brainstorming and Ideation E. Types of innovation: incremental, disruptive, radical 3. Risk Management & Decision-Making (3 hrs) <ol style="list-style-type: none"> A. Decision-making models B. Balance intuition & analysis 4. Resourcing Entrepreneurship and Networking (4 hrs) <ol style="list-style-type: none"> A. Resource Exploration (resources, partnerships, and opportunities) B. Intentional, goal-driven networking to achieve specific business objectives C. Organic, relationship-based networking that emerges from social contexts and communities 5. Building & Testing Ideas (3 hrs) <ol style="list-style-type: none"> A. Validation, Feedback and Iteration B. Strategic planning in organizing
Total Lecture Hours:	18
Total Laboratory Hours:	0

Total Hours:	18
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	<p>Observe your surroundings (community, workplace, school, or daily life) and identify a problem or pain point that you believe needs a solution. The problem can be something you encounter personally or something you've noticed affecting others.</p> <p>Problem Description: Write a brief description (200-300 words) of the problem you've identified. Be specific about who is affected by this problem, how it impacts them, and why it's important to solve.</p> <p>Opportunity Analysis: Analyze the problem from an entrepreneurial perspective. In 300-400 words, discuss why this problem presents an opportunity for a potential business or innovative solution. Consider the following:</p> <ul style="list-style-type: none"> ○ Is this a widespread issue? ○ Are there existing solutions? If so, what are their limitations? ○ Who would benefit from a new solution? ○ What value could be created by addressing this problem? <p>Propose a Solution: Develop a creative solution to the problem you identified. Describe your solution in 400-500 words, explaining how it addresses the problem, why it's innovative, and how it could be implemented. Your solution could be a new product, service, or process.</p> <p>Deliverables: Written social media marketing plan including audience analysis, content strategy, advertising campaign details, and community engagement tactics.</p>
Critical Thinking Assignment 1:	<p>Select a well-known entrepreneur whose story inspires you. Research their journey, focusing on how they exhibited creativity, resilience, and a growth mindset throughout their career.</p> <p>Write a 400-500 word analysis of how this entrepreneur's mindset contributed to their success. Highlight specific examples of challenges they faced and how they overcame them. Discuss how their mindset aligns with what you are learning in this course.</p>
Critical Thinking Assignment 2:	<p>Spotting Opportunities in Everyday Life Objective: Practice entrepreneurial thinking by identifying a problem in your daily life and proposing a creative solution.</p> <p>Observe a Problem: Pay attention to your routine for one day and identify a specific inconvenience, inefficiency, or unmet need you encounter.</p> <p>Propose a Solution: Brainstorm a potential product, service, or innovation that could solve the problem. Keep it simple and practical.</p> <p>Explain Your Idea: Write 100–150 words describing:</p> <ul style="list-style-type: none"> • The problem you identified. • Your proposed solution. • Why you think this solution would work. <p>Deliverable: Submit your response in a short paragraph.</p>
Other Evaluation Methods:	Class Performance, Essay Exams, Homework Problems, Journal kept throughout course, Matching Items, Multiple Choice, Objective Exam, Performance Exams, Presentation, Quizzes, Reading Reports, Term or Other Papers, True/False, Written Homework
If Other:	
Instructional Methods:	Demonstration, Discussion, Group Activities, Guest Speakers, Lecture, Multimedia presentations, Role play/simulation
If other:	
Work Outside of Class:	Answer questions, Journal (done on a continuing basis throughout the semester), Observation of or participation in an activity related to course content (such as theatre

	event, museum, concert, debate, meeting), Problem solving activity, Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Who Owns the Ice House? Eight Life Lessons From an Unlikely Entrepreneur 2010 by Gary G. Schoeniger (Discipline Standard)
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite	
Category	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill(s). if applicable	
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Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). if applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	M. Som de Cerff
Date:	09/20/2024

Original Board Approval Date:	01/13/2025
Effective Term:	FA 2025