

STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK



## MASTER SYLLABUS

**BSAD 216 – DEVELOPING AN ENTREPRENEURIAL MINDSET**  
For available course numbers, contact the Registrar's Office at [registrar@canton.edu](mailto:registrar@canton.edu)

**CIP Code: 52.0701**

For assistance determining CIP Code, please refer to this webpage  
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>  
or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)

**Created by: Karen St. Hilaire**  
**Updated by: Karen St. Hilaire**

**School: SCHOOL OF BUSINESS AND LIBERAL ARTS**  
**Department: BUSINESS**  
**Implementation Semester/Year: Fall 2026**

A. TITLE: Developing an Entrepreneurial Mindset

B. COURSE NUMBER: BSAD 216

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	<b>3</b>
# Lecture Hours per Week	<b>3</b>
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY: none

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	x
Spring	
Fall and Spring	

G. COURSE DESCRIPTION:

Developing an entrepreneurial mindset involves fostering innovation and being proactive in problem-solving. Students are encouraged to “connect the dots” and identify and create opportunities. They are shown how to assess and take calculated risks and to persist in the face of setbacks.

The course focuses on developing the following characteristics:

Decisiveness: Making confident decisions to move forward despite uncertainty.

Creativity: Seeing problems as opportunities rather than obstacles.

Resilience: Viewing failures as learning experiences rather than defeats.

Adaptability: Being flexible and open to change.

Continuous Learning: Staying curious about new ideas.

This course will examine the process of problem solving by examining alternative actions and assessing likely outcomes. Mastering this mindset can be applied to any area of life, enhancing personal and professional growth.

H. PRE-REQUISITES: N/A

CO-REQUISITES: N/A

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Ability to scan the environment for opportunities and assess what is needed.			2- Critical Thinking: <i>Inquiry &amp; Analysis [IA]</i>
b. Know how “Connect the dots” to identify opportunities			2- Critical Thinking: <i>Inquiry &amp; Analysis [IA]</i> 5- Industry, Professional, Discipline Specific Knowledge and Skills
c. Evaluate risks and determine the likely scenarios in problem solving			2- Critical Thinking: <i>Problem Solving [PS]</i>
d. Evaluate alternatives and analyze the results of decisions			2- Critical Thinking: <i>Inquiry &amp; Analysis [IA]</i>

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. APPLIED LEARNING COMPONENT:

Yes	
No	x

If yes, select [X] one or more of the following categories:

Classroom / Lab		Community Service	
Internship		Civic Engagement	

Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

**K. TEXTS:**

**Kuratko, Donald F.** Entrepreneurship: Theory, Process, Practice. 12th ed. Boston, MA: Cengage Learning, 2024. ISBN 978-0357899502

**L. REFERENCES:** n/a

**M. EQUIPMENT:** n/a

**N. GRADING METHOD:** A-F

**O. SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Assignments, Quizzes, Team Project, Final Exam

**P. DETAILED COURSE OUTLINE:**

- I. Part 1. Understanding the Impact of the Entrepreneurial Mindset
  - A. The evolution of Entrepreneurship
  - B. Entrepreneurship – A mindset
  - C. The Myths of Entrepreneurship
  - D. Entrepreneurial Revolution – A Global Phenomenon
  
- II. Part 2. The Entrepreneurial Mindset
  - A. Skills of Entrepreneurism
  - B. Entrepreneurial coachability
  - C. Dealing with Failure
  - D. Entrepreneur’s confrontation with Risk
  - E. The Entrepreneurial Ego
  - F. Entrepreneurial Ethics
  
- III. Part 3. The Entrepreneurial Mindset in Organizations
  - A. Corporate Entrepreneurship and Innovation
  - B. Developing a vision and encouraging innovation
  - C. C. Control vs Autonomy
  - D. Sustaining a Corporate Entrepreneurship strategy
  
- IV. Part 4. Global and Social Entrepreneurship
  - A. Measuring the impact of Social Entrepreneurship
  - B. Sustaining Social Entrepreneurship