

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Entrepreneurial Innovation and Well-Being

COURSE NUMBER: BBM 150

PRE-REQUISITE(S): None

COURSE DESCRIPTION:

This one-credit course provides a foundational overview on how to enhance entrepreneurship. The course includes managing stress, symptoms and prevention of burnout, resilience, coping skills, time management, innovation, social support, and best practices for healthy living as an entrepreneur.

An action plan for the organization and self is the expected outcome for this class.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

The student will be able to explain the entrepreneurial stages, potential sources of stress, and coping mechanisms for managing stress.

Learning Objectives: The student will:

- A-1 Identify the entrepreneurship stages from startup to organizational growth.
- A-2 Explain challenges associated with each stage of the organizational life cycle.
- A-3 Describe what innovation means and interpret how it impacts the organization.

- A-4 Identify organizational and personal stressors and ways to cope with them.

GOAL B:

The student will apply tools from the science of organizational and personal well-being to their lives/businesses.

Learning Objectives: The student will:

- B-1 Examine different models for attaining personal and business well-being.
- B-2 Identify short-term and long-term well-being goals for oneself and the business to prevent burnout.
- B-3 Assess the applicability of the different models to their lives/organizations.

GOAL C:

The student will develop an action plan to help cope with personal and organizational stress.

Learning Objectives: The student will:

- C-1 Evaluate organizational, personal stressors, and the applicability of the different models identified for their lives/organizations.
- C-2 Create an action plan to improve and sustain resilience and well-being for oneself and the business.
- C-3 Implement the action plan and assess its efficacy from a personal and organizational standpoint.