



College of Health Science | Department of Integrative Wellness

WEL6068: Wellness Entrepreneurship

3 units

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**Summer 2026 - Quad 1**

**May 11 - July 5, 2026**

**Modality: Online Synchronous**

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**Meeting Days: Tuesday**

**Meeting Times: 5:00 PM - 6:15 PM PST**

**Meeting Location: Online via Zoom**

**Instructor: Professor Randal Schober**

**Email: [rschober@pointloma.edu](mailto:rschober@pointloma.edu)**

**Phone: 619.849.2697**

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PLNU Mission

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

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#### Course Description

Entrepreneurship is an interdisciplinary pursuit that at times can be complex, demanding, and lonely. The key to a successful entrepreneurship endeavor is the ability to gather, interpret, and implement skills and information in a systematized and repeatable approach to the acquired knowledge toward action. Entrepreneurial opportunities may arise in many industries, including wellness. Pursuing these

opportunities requires an understanding of key business concepts with a diverse knowledge base, including but not limited to management, technology, and marketing.

This course will highlight the different aspects of Wellness Entrepreneurship for those who wish to start a company and for those who wish to incorporate an entrepreneurial mindset into an existing company (Intrapreneurship). The course is designed as a broad overview of entrepreneurship, including the creation of a business plan, the understanding of key business terms, a review of established entrepreneurial traits and skills, and an individual project that will utilize the different concepts covered in this course. The individual project will allow you to apply concepts from this course to a real-world example of an entrepreneurial venture and give you an opportunity to experience the hands-on, nuts-and-bolts tactics that are an essential part of being an entrepreneur.

This course will provide students with the opportunity to experience a guided approach to entrepreneurship to quench the desire for practical, real-world business knowledge. This course also recognizes that each student brings different levels of knowledge, skills and abilities to this course.

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### Course Learning Outcomes

After completing this course students will be able to:

1. Develop a foundational knowledge of entrepreneurial concepts, business plans, topics, and outcomes and build skills in developing and delivering persuasive arguments, active listening, critical thinking, and complex decision-making;
2. Analyze complex organizational challenges and opportunities and identify potential levers for change, using both intrapreneurial and entrepreneurial perspectives;
3. Explore new ways of thinking about leadership, entrepreneurship, and learning, and develop a conceptual framework implementing entrepreneurship within the wellness industry.

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### Program Learning Outcomes

The Point Loma Nazarene University MS-iWell graduate will be able to:

1. Appraise current research data and integrate it into professional practice to solve relevant problems and make effective decisions.
2. Work independently and with a team to persuasively communicate essential information in their discipline.
3. Demonstrate appropriate breadth of knowledge of the background and principle research in their specialization in order to conduct an independent research project.
4. Serve various populations, integrating compassionate care and the Christian faith with their professional practice.

5. Pursue an active and growing involvement in their discipline by achieving advanced certification and/or membership in a related professional organization.
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#### Institutional Learning Outcomes

1. **Learning, Informed by our Faith in Christ**  
Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
  2. **Growing, in a Christ-centered Faith Community**  
Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.
  3. **Serving, in a Context of Christian Faith**  
Students will serve locally and/or globally in vocational and social settings.
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#### Required Texts and Recommended Study Resources

Neck, H.M., Neck, C.P., Murray, E.L (2024). *Entrepreneurship: The Practice and Mindset* (Third Edition). Los Angeles, CA: SAGE Publications. ISBN: 978-1-4833-8352-1

***You can rent or purchase the Ebook here:***

- [Sage College Publishing](#)
- [Amazon](#)

**Note:** Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

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#### Course Credit Hour Information

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over eight (8) weeks at 37.5 hours per unit. Specific details about how the class meets the credit hour requirement can be provided upon request.

#### CREDIT HOUR INFORMATION

| <b>Week #</b>     | <b>Week 1</b> | <b>Week 2</b> | <b>Week 3</b> | <b>Week</b> | <b>Week 5</b> | <b>Week 6</b> | <b>Week 7</b> | <b>Week 8</b> | <b>Total</b> |
|-------------------|---------------|---------------|---------------|-------------|---------------|---------------|---------------|---------------|--------------|
| <b>Est. Hours</b> | 14            | 12            | 14            | 13          | 14            | 16            | 14            | 15.5          | <b>112.5</b> |

## Assessment and Grading

Assignment distribution by points:

### *Assignment Assessment*

| <b>Assignment Category</b>                           | <b>Points</b>      |
|------------------------------------------------------|--------------------|
| Introduce Yourself                                   | 25                 |
| Entrepreneurial Challenge                            | 50                 |
| Ideation AI Assignment                               | 50                 |
| Chapter Discussions (8 x 40)                         | 320                |
| Intrapreneur/Entrepreneur Project Milestone (6 x 55) | 330                |
| Intrapreneur/Entrepreneur Pitch                      | 100                |
| Pitch Final Peer Review                              | 100                |
| Online Participation                                 | 25                 |
| <b><u>Total Points</u></b>                           | <b><u>1000</u></b> |

Student grades for assignments will be posted in the Canvas gradebook no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

### *Grading Scale*

Standard Grade Scale Based on Percentage of Points Earned

| <b>A</b> | <b>B</b> | <b>C</b> | <b>D</b> | <b>F</b> |
|----------|----------|----------|----------|----------|
| A 93-100 | B+ 87-89 | C+ 77-79 | D+ 67-69 | F ≤ 59   |
| A- 90-92 | B 83-86  | C 73-76  | D 63-66  |          |

|  |          |          |          |  |
|--|----------|----------|----------|--|
|  | B- 80-82 | C- 70-72 | D- 60-62 |  |
|--|----------|----------|----------|--|

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of “C” in each course and an overall 2.00 grade point average.

### *Assignments*

1. **Class Discussions:** You will participate in a weekly class discussion with your peers on the topics you have covered in the week's content.
2. **Project Milestones:** You will apply entrepreneurial lessons learned from the course content to weekly assignments that will allow you to steadily build your final project.
3. **Final Project:** You will compose a final entrepreneurial deliverable according to the project path you choose at the beginning of the course (Proposal document, Pitch presentation, or Wellness website).

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### Incompletes and Late Assignments

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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### PLNU Spiritual Care

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate students to encounter God and grow in their Christian faith. At the Balboa Regional Center, College of Health and Sciences, Rev. Kevin Portillo, M.Div. serves as Graduate Chaplain. If you have questions, have a desire to meet, or share a prayer request with Rev. Portillo, you can contact him directly at [kevinportillo@pointloma.edu](mailto:kevinportillo@pointloma.edu).

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### State Authorization

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow distance education outside of California.

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### PLNU Copyright Policy

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

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#### PLNU Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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#### PLNU Academic Honesty Policy

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when, in reality, they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination or, depending on the seriousness of the offense, for the course.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Graduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

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#### Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

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#### PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

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## Language and Belonging

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at [PLNU's Nondiscrimination webpage](#).

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## Sexual Misconduct and Discrimination

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and

support are available through the [Title IX Office](#). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors via our [Sexual Harassment and Discrimination Policy](#).

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources via our [Nondiscrimination and Anti-harassment Policy](#).

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## PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](#) for additional details.

### ***Synchronous Attendance/Participation Definition***

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student’s enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

**Note:** For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

### ***Online Asynchronous Attendance/Participation Definition***

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs



- Initiating contact with faculty member within the learning management system to discuss course content

**Note:** Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

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### Course Modality Definitions

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.
    1. Synchronous Courses: At least one class meeting takes place at a designated time.
    2. Asynchronous Courses: All class meetings are asynchronous.
  2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
  3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).
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### Use of Technology

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible nor allowable) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

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### GPS Academic Resources

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:
  - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
  - **One-to-one appointments** with the Writing Coach
  - **Microlearning YouTube Video Library** for helpful tips anytime

- [Research Help Guide](#) to help you start your research
  - The physical office is located on the third floor of the [Mission Valley Regional Center](#) off the student lounge
- **Academic Writing Resources Course:** Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through](#) and take time now to explore!
- **Grammarly:** Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring:** Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

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### Assignments-at-a-Glance

The course summary below lists our assignments and their due dates. Click on any assignment to review it.

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### Course Schedule

| DATE          | Lecture Topic                                                                | Discussion                                      | Entrepreneur<br>(B2C / B2B)                            | Intrapreneur                                            |
|---------------|------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|
| <b>Week 1</b> | Chapter 1 – 3<br><br>Welcome to entrepreneurship.                            | Opening Assignment<br><br>WK1: Choose your Path | Introduce Yourself                                     | Introduce Yourself                                      |
| <b>Week 2</b> | Chapter 4, 5, 7 & 8<br><br>Ideation<br><br>Design Thinking<br><br>Market Fit | WK 2: Entrepreneurial Creativity                | Ideation AI Assignment<br><br>Problem Statement Canvas | Ideation AI Assignment<br><br>Corporate Key Information |
| <b>Week 3</b> | Chapter 6 & 14                                                               | WK3: Protecting your IP                         | Conduct Market Research                                | SWOT and Central Issue                                  |

|               |                                                            |                                       |                                  |                                               |
|---------------|------------------------------------------------------------|---------------------------------------|----------------------------------|-----------------------------------------------|
|               | SWOT<br>Business Models<br>Legal & IP                      |                                       |                                  |                                               |
| <b>Week 4</b> | Chapter 11<br><br>Startup planning<br>Power of failure     | WK 4: Failure and<br>Entrepreneurship | Developing a<br>Business Plan    | Strategy Options &<br>Final<br>Recommendation |
| <b>Week 5</b> | Chapter 10 & 12<br><br>Revenue Models<br><br>Bootstrapping | WK 5: Revenue Models                  | Competitive<br>Comparative Chart | Action Plan                                   |
| <b>Week 6</b> | Chapter 13 &<br>Appendix A<br><br>Financing                | WK 6: Pitching to<br>Investors        | Financial & Funding              | Tracking & Control                            |
| <b>Week 7</b> | Chapter 15 & 16<br><br>Marketing<br><br>Pitching           | WK 7: Entrepreneurial<br>Marketing    | Upload Final Pitch               | Upload Final Pitch                            |
| <b>Week 8</b> | Chapter 9<br><br>Developing<br>Networks                    | WK 8: Networking                      | Final Pitch Peer<br>Review       | Final Pitch Peer<br>Review                    |

### Assignments At-A-Glance

The course summary below lists our assignments and their due dates. Click on any assignment to review it.