

**FALL 2020**

<b>Meeting days:</b> Tuesday	<b>Instructor:</b> Dr. Randal P. Schober
<b>Meeting times:</b> ZOOM 6.00pm	<b>Phone:</b> Office: (619) 849-2697 Mobile: (858) 336-2728
<b>Meeting location:</b> Online	<b>E-mail:</b> RandalSchober@pointloma.edu
<b>Final Exam:</b> December 15 <sup>th</sup> 2020	<b>Office location:</b> Fermanian School of Business. Rm. 126 <b>Office hours:</b> By appointment

**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.

**FSB Mission**

**Character – Professionalism – Excellence – Relationships – Commitment – Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

**COURSE DESCRIPTION**

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This course provides an understanding and application of the fundamentals of entrepreneurship and the entrepreneurial mindset. Students will learn the series of steps required to take an original idea to a sustainable business concept. In addition, students using an intrapreneurial mindset will collaborate with a local business to add value to their existing business strategy. Students will apply factors that are involved in a startup environment including opportunity recognition, competitive forces, venture context, risk and the importance of human capital for entrepreneurial success.

**Additional Course Information:** Students will be exposed to local entrepreneurs and have the opportunity to interact to expand current industry knowledge. The course will involve the creation of a business utilizing an on-line tool called ‘What-A-Venture’ culminating in a pitch to guests who represent potential investors. In addition, there will be reading, writing, speaking and presentation responsibilities reflecting the skills required for the success of an entrepreneurial practitioner.

## COURSE LEARNING OUTCOMES

The Student Learning Outcomes for the course involve the three areas of knowledge, skills and values. Therefore, at the conclusion of the course the learning outcomes that will be achieved include:

1. Exhibit proficiency in the key terminology, models and methods relevant to entrepreneurship (PLO 1, E1, F1 & F3).
2. Design an original business concept and assess its viability (PLO 2, F2 & F3).
3. Evaluate an existing business and create a value proposition (PLO 2, F1 & F2).
4. Analyze a startup pitch based on entrepreneurship knowledge and concepts (PLO F3).
5. Demonstrate effective business communication when presenting entrepreneurial ventures (PLO 3).
6. Collaborate effectively in teams to design a business model (PLO 5).

**Special Note:** BMG3082 will involve both a theoretical component and practical application in entrepreneurship. Each student will participate in a practical project of creating a business utilizing the on-line tool; What-A-Venture.

## 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 14 sessions. Specific details about how the class meets the credit hour requirement can be provided upon request.

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

**On-line Tool (Required):** Each student will be required to pay \$50 for the use of [www.whataventure.com](http://www.whataventure.com) tool which will be used to manage the Business Model Project and provide key content.

**Details to sign up will be given in class.**

**Additional Materials (Required):** Will be provided on CANVAS

- The Lean Start Up: Eric Ries
- The E-Myth: Michael E. Gerber
- Good to Great: Jim Collins
- Business Model Generation: Alexander Osterwalder & Yves Pigneur

## COURSE SCHEDULE AND ASSIGNMENTS

DATE	Class Content / Topics	Assignments / Discussions	WhatAVenture
WEEK 1 9/8	<b>Introduction: What is entrepreneurship?</b> <ul style="list-style-type: none"><li>• Live recorded ZOOM: Tuesday (6pm)</li><li>• Video Resume due Wednesday 11.59pm</li></ul>		WhatAVenture Sign Up
WEEK 2 9/15	<b>Creativity &amp; Innovation</b> <ul style="list-style-type: none"><li>• Live recorded ZOOM: Tuesday (6pm)</li><li>• Video Ideas due Wednesday 11.59pm</li></ul>	\$5 Challenge Assigned	Introduce Problem

<b>WEEK 3</b> <b>9/22</b>	<b>Ideation</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• E-myth Questions due Monday (11.59pm)</li> <li>• E-myth Discussion due Wednesday (11.59pm)</li> </ul>	<b>E-Myth Discussion Due</b>	
<b>WEEK 4</b> <b>9/29</b>	<b>Intrapreneurship</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Speaker</li> <li>• Start-up Presentation (Group #1) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>		
<b>WEEK 5</b> <b>10/6</b>	<b>Customer Exploration</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #1 WAV due Sunday (11.59pm)</li> <li>• Intrapreneurship paper due Monday (11.59pm)</li> <li>• Start-up Presentation (Group #2) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>	<b>Intrapreneurial Paper Due</b>	<b>Step 1</b>
<b>WEEK 6</b> <b>10/13</b>	<b>Problem Validation</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #2 WAV due Sunday (11.59pm)</li> <li>• \$5 Challenge Video due Monday (11.59pm)</li> <li>• Start-up Presentation (Group #3) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>	<b>\$5 Challenge Video Presentations Due</b>	<b>Step 1b</b>
<b>WEEK 7</b> <b>10/20</b>	<b>My Solution</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #2 WAV due Sunday (11.59pm)</li> <li>• Start-up Presentation (Group #4) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> <li>• 'Good to Great' Questions due Monday (11.59pm)</li> <li>• 'Good to Great' Discussion due Wednesday (11.59pm)</li> </ul>	<b>Good to Great Discussion Due</b>	<b>Step 2</b>
<b>WEEK 8</b> <b>10/27</b>	<b>Problem Solution Fit</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #2b WAV due Sunday (11.59pm)</li> <li>• Start-up Presentation (Group #5) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>	<b>Promo Video Assigned</b>	<b>Step 2b</b>

<b>WEEK 9</b> 11/3	<b>Business Model Canvas</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #3 WAV due Sunday (11.59pm)</li> <li>• Start-up Presentation (Group #6) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> <li>• ‘TED Talk’ Questions due Monday (11.59pm)</li> <li>• ‘TED Talk’ Discussion due Wednesday (11.59pm)</li> </ul>	<b>TED Talk Discussion Due</b>	<b>Step 3</b>
<b>WEEK 10</b> 11/10	<b>Competitor Analysis</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #4 WAV due Sunday (11.59pm)</li> <li>• Promo Marketing Video due Monday (11.59pm)</li> <li>• Promo Marketing Video Peer Review due Wednesday (11.59pm)</li> <li>• Start-up Presentation (Group #7) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>	<b>Promotion Video Due</b>	<b>Step 4</b>
<b>WEEK 11</b> 11/17	<b>Market Size &amp; Growth</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #5 WAV due Sunday (11.59pm)</li> <li>• Start-up Presentation (Group #8) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> <li>• ‘The Lean Start-up’ Questions due Monday (11.59pm)</li> <li>• ‘The Lean Start-up’ Discussion due Wednesday (11.59pm)</li> </ul>	<b>The Lean Start-Up Discussion Due</b>	<b>Step 5</b>
<b>WEEK 12</b> 12/1	<b>Financials</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Step #6 WAV due Sunday (11.59pm)</li> <li>• Start-up Presentation (Group #9) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>		<b>Step 6</b>
<b>WEEK 13</b> 12/8	<b>Pitching</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Tuesday (6pm)</li> <li>• Start-up Presentation (Group #10) due Monday (11.59pm)</li> <li>• Start-up Presentation Peer Review due Wednesday (11.59pm)</li> </ul>		
<b>WEEK 14</b>	<b>Business Model and Oral Pitch</b>		

<b>12/15</b>	<ul style="list-style-type: none"> <li>• <b>Live recorded ZOOM: Tuesday (6pm)</b></li> <li>• FINAL Business Model Pitch due Monday (11.59pm)</li> </ul>	<b>Final recorded ZOOM Presentation</b>	
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The information in this syllabus is subject to change. I will announce changes in class early enough to give you time to meet assignments, etc. It is your responsibility to maintain your schedule, making the changes as necessary. Check your e-mail and CANVAS regularly.

\* If you are caught being on-line or unauthorized use of a digital device in class, you will be asked to contribute content and participation grade will be affected. No laptops will be open during the speaker series.

### ASSESSMENT AND GRADING

Students are expected to attend all class sessions, participate in class activities, complete exams as scheduled, and turn in assignments on time, or risk the loss of points. A group evaluation will occur for all team projects and based on results, up to 20% of project score can be deducted.

Approximate points available are as follows:

<p><u>Point Distribution</u></p> <ul style="list-style-type: none"> <li>• E-Resume &amp; E-Ideas. 50</li> <li>• 3 Articles + TED Talk Question &amp; Discussion 140</li> <li>• \$5 Challenge &amp; Peer Review 75</li> <li>• Intrapreneurial Project 50</li> <li>• Start-up Presentation &amp; Peer Review 200</li> <li>• Promo Marketing Video &amp; Peer Review. 125</li> <li>• Business Model Project &amp; Oral Pitch <ul style="list-style-type: none"> <li>- WAV steps. 200</li> <li>- Pitch 100</li> </ul> </li> <li>• Participation (ZOOM &amp; Group) 50</li> <li>• Bonus 10</li> </ul> <p><u>Total Points Available</u> 1000</p>	<p><u>Grade scale:</u></p> <table style="width: 100%; border: none;"> <tr> <td>A = 930-1000</td> <td>C = 730-760</td> </tr> <tr> <td>A- = 920-900</td> <td>C- = 700-720</td> </tr> <tr> <td>B+ = 870-890</td> <td>D+ = 670-690</td> </tr> <tr> <td>B = 830-860</td> <td>D = 630-660</td> </tr> <tr> <td>B- = 800-820</td> <td>D- = 600-620</td> </tr> <tr> <td>C+ = 770-790</td> <td>F = 0-599</td> </tr> </table>	A = 930-1000	C = 730-760	A- = 920-900	C- = 700-720	B+ = 870-890	D+ = 670-690	B = 830-860	D = 630-660	B- = 800-820	D- = 600-620	C+ = 770-790	F = 0-599
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C+ = 770-790	F = 0-599												

## **COURSE COMPONENTS**

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### **Assignments:**

#### **1) Business Model Project and Oral Pitch (Group)**

Students will design a new business based on an original idea. Assigned teams will complete a sound business strategy based on real-time data utilizing an on-line entrepreneurial tool called 'What a Venture'. The project will require completion of eight (8) graded steps. Students will need to complete each section of the on-line tool by using information provided throughout the semester especially on the ZOOM calls. The project will outline key areas of the business plan including the 9 building blocks of the business model plan, product & market fit and a pitch to stakeholders. The final pitch will be a recorded 5-minute ZOOM presentation. Teams will be automatically assigned on CANVAS.

#### **2) \$5 Challenge (Individual)**

Each student will use \$5 as the sole resource to demonstrate an entrepreneurial mindset. The goal is to raise in a legal, responsible, and safe way as much money as possible in the time period provided using the invested funds as the launch pad. The objective is for students to use their creative entrepreneurial mindset to develop an innovative business strategy that generates a financial return. A 2-3-minute recorded video outlining the strategy will be uploaded to CANVAS and be reviewed by peers. Instructor and peers will judge the assignment based on creativity, presentation impact and monetary gain.

#### **3) Start-Up Presentation (Individual)**

Each student will research and actively engage a start-up company (less than 5 years old). Active engagement could be interviewing the founder, purchasing the product / service, volunteering etc. The recorded screencast-o-matic 6 -8 min presentation will include information on: founder/s, purpose, benefits, market, competition, customer, P/L information and what you learnt from your engagement. The presentation must be uploaded on CANVAS and will be reviewed by peers. Dates will be automatically assigned on CANVAS.

#### **4) Intrapreneurial Project (Group)**

Students (in assigned groups) will position themselves as 'intrapreneurs' and develop new innovative and creative value proposition for a local business. Each group will get an organizational summary of the business from either an on-site class visit or business owner as a ZOOM guest speaker. Based off a SWOT analysis the students will identify weaknesses or opportunities and develop a strategy to help eliminate or maximize a variable in order to create positive value. The suggested variable for change will address one of the company's marketing or strategy areas.

Student team will submit a 3 – 4-page paper outlining in detail (with supportive diagrams / illustrations etc.) the proposed intrapreneurial strategy. These papers will be given to the business owner for review & feedback.

See appendix A for details

### 5) **Promotion Marketing Video (Group)**

Students will produce and download a 60-90 second promotional marketing video for their new business. The video will cover: name (branding), problem, solution, benefits, target market, value proposition and a channel of access. Both the teacher and students will assess project on: clear problem/solution, business strategy and overall digital presentation. Grades will be assigned based on both class and instructor assessment.

### 6) **Articles & TED Talk & Additional Assignments (Individual)**

Students will be asked to upload additional assignments along with reading three (3) articles and viewing one (1) TED Talk and answer questions related to the content and its relationship with entrepreneurship. Peer review of the subjects will be required.

### 7) **Participation (Individual & Group)**

The class will have numerous opportunities for online class participation and be an active member within group projects which will require a high level of personal engagement, and interaction by the student. These include the course lectures, interaction, presentations, guest speakers and exercises and projects.

## **INCOMPLETES AND LATE ASSIGNMENTS**

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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.

## **SPIRITUAL CARE**

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Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

## **STATE AUTHORIZATION**

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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 using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

## PLNU COPYRIGHT POLICY

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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.

## PLNU ACADEMIC HONESTY POLICY

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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. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the PLNU Catalog for further policy information.

## PLNU ACADEMIC ACCOMMODATIONS POLICY

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While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

## PLNU ATTENDANCE AND PARTICIPATION POLICY

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Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.



## **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

### ***Fully online 3-unit courses only:***

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

## **USE OF TECHNOLOGY**

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In order to be successful in the online 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 compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

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

## **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

## **FAITH INTEGRATION IN THE CLASSROOM / ONLINE**

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I am a Christian who believes that successful businesses can be run with integrity, compassion, and ethics, as well as with sound business principles, and that in fact, they go hand in hand. Your business life can and should be used as a platform to bring others to Christ by your actions. I will teach the course from the point of view that one can lead a life of faith that is founded in God's Word. Often, this path is a more difficult one to follow, but in the end, is the far more rewarding one. With all of the on-going corporate scandals, the world is in great need of forward-thinking, ethical Christian business leaders.

## Appendix A: Intrapreneurial Project Outline

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Your final paper will include an overall industry and organizational overview along with the discussed SWOT. Individual groups will then be assigned one of the 8P's below. Groups will focus on providing value add content in their assigned topic in the form of unique strategies.

### I. Overview

- Name of organization
- The Industry
- The Company: History / Organizational structure
- The Business model
- The Economics
- The Market (customer)
- The Competition

### II. SWOT Analysis

Strength  
Weakness  
Opportunities  
Threats

### III. Recommended Strategies

- Based off of the SWOT analysis, you will come up with a series of strategies based on one of the 7P's below
- Describe in an action plan to effectively implement the strategy

### The 8P's topics:

#### **Product:**

- By price/quality
- By features or benefit
- With respect to the competition
- With respect to the user

#### **Price:**

- Costs (profit margins)
- With respect to the competition
- With respect to market value (users)
- With respect demand / value (price flexibility)

#### **Promotion: (Marketing)**

- Advertising (paid)
- Publicity (unpaid)
- Personal selling (internal/external)
- Sales promotion (scratch off, rebates etc.)

## **Intrapreneur Project Outline (Cont.)**

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### **Place: (Distribution Channel)**

- Production & Operations
  - Direct vs. indirect
  - With respect to speed of delivery
  - With respect to alternative channels
  - With respect to supply chain management
  - With respect to new technologies

### **Progress: (Long Term Strategic Plan)**

- Scalability
- Innovative strategies
- Industry trends
- Globalization (markets & production)

### **Planet: (Sustainability)**

- Overall industry statistics
- With respect to overall sustainability
- With respect to carbon footprint
- With respect to CSR opportunities

### **People: (HR & Culture)**

- Current vs future org structure
  - Roles & responsibilities
  - Recruitment strategies
- With respect to management style / decision making
- With respect to org values & norms
- With regards to human resource benefits

### **Post Covid: (Viral Preventive Measures)**

- Future preventative strategies
- Financial considerations
- Innovative initiatives to ensure sustainability