



**Point Loma Nazarene University  
Fermanian School of Business**

**BUS6072**

**Developing an Entrepreneurial  
Mindset**

**3 Credit Units**

**FALL 2020**

<b>Meeting day:</b> Wednesday	<b>Instructor:</b> Dr. Randal P. Schober
<b>Meeting times:</b> 6pm	<b>Phone:</b> Office: (619) 849-2697 Mobile: (858) 336-2728
<b>Meeting location:</b> ZOOM Online	<b>E-mail:</b> rschober@pointloma.edu
<b>Final Exam:</b> December 16, 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.

**Fermanian School of Business 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**

This course presents a framework of the entrepreneurship process and key components, including: the entrepreneur, environment, resources, concept, and organizational context. The course explores the practical application of the development and presentation of concepts. Topics also include opportunity recognition, innovation, leveraging resources, market analysis, capitalization and start-up strategies. Students will engage in the local entrepreneurial eco-system and apply the entrepreneurial mindset to both corporate and start-up environments.

As an MBA course, it will involve significant reading, writing and presentation responsibilities, which the student will be held accountable to complete. My expectations are high for PLNU MBA's and especially those that wish to create or re-imagine a for-profit or non-profit venture.

### **COURSE LEARNING OUTCOMES**

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1. Exhibit an understanding of the entrepreneurship framework, process and key components, including: the entrepreneur, environment, resources, concept, and organizational context (PLO 1 & B1).
2. Investigate and evaluate the local entrepreneurial eco-system (PLO 2 & 3).
3. Propose a new venture and validate the concept (PLO 2, 3 & B1).
4. Collaborate in a team and pitch an original business concept using effective verbal communication (PLO 6 & 7).
5. Determine the ethical impacts on stakeholders when developing a new business concept (PLO 5).

### **COURSE PREPARATION REQUIREMENT**

Students should expect to spend three hours of preparation and study for each hour spent in class.

### **COURSE CREDIT HOUR INFORMATION**

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

### **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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#### ***Course Text***

Ries, Eric. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* (2011); Crown Business ISBN 978-0-307-33789-4.

Perell, Kim. *The Execution Factor: The One Skill that drives success*. ISBN 978-1-260-12852-9

Used or electronic versions of these books are acceptable and the student should promptly order them online and have them in advance of the first-class session.

A Harvard Business Publishing 'course pack' containing additional articles and case studies that will be covered in class can be found at this link:

LINK: <https://hbsp.harvard.edu/import/736852>

Students are asked to directly purchase the 'course pack' from the Harvard Business site. If you do not have an existing login, you will be asked to sign up for free. You will be given the option to get a hard copy at an additional cost.

**COURSE SCHEDULE AND ASSIGNMENTS**

<b>DATE</b>	<b>CLASS CONTENT OR ASSIGNMENT</b>	<b>ASSIGNMENTS DUE</b>	<b>READING &amp; DISCUSSIONS</b>
<b>WEEK 1</b> 9/9	<b>Course Introduction &amp; Assignments</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• Opening Assignment due Tuesday (11.59pm)</li> </ul>	Opening Video Assignment	What does having a growth mindset really mean? (HBR)
<b>WEEK 2</b> 9/16	<b>The Entrepreneurial Mindset - Your Vision</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Execution Factor Questions Due Tuesday (11.59pm)</li> <li>• Vision Assignment Due Tuesday (11.59pm)</li> </ul>	Vision Assignment Due	The Execution Factor: Chapter 1 - 5
<b>WEEK 3</b> 9/23	<b>The Entrepreneur: Traits and Characteristics</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Execution Factor Questions Due Tuesday (11.59pm)</li> <li>• Passion Assignment Due Tuesday (11.59pm)</li> </ul>	Passion Assignment Due	The Execution Factor: Chapter 6 - 9
<b>WEEK 4</b> 9/30	<b>Opportunity Recognition</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Execution Factor Questions Due Tuesday (11.59pm)</li> <li>• Original Pitch Video Assignment Due Tuesday (11.59pm)</li> </ul>	'Original Pitch' Video Assignment Due	The Execution Factor: Chapter 10 - 13
<b>WEEK 5</b> 10/7	<b>Proof of Concept, Value Disciplines, Feasibility Analysis &amp; Competition</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Execution Factor Questions Due Tuesday (11.59pm)</li> <li>• Stripe Case Study Due Tuesday (11.59pm)</li> </ul>	Case Study: Stripe: Increasing the GDP of the Internet' Assignment Due	The Execution Factor: Chapter 14 - 18
<b>WEEK 6</b> 10/14	<b>Innovation: Types &amp; Economic Models</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Execution Factor Questions Due Tuesday (11.59pm)</li> <li>• Problem Validation Assignment Due Tuesday (11.59pm)</li> </ul>	Problem Validation Assignment Due	The Execution Factor: Chapter 19 - 22
<b>WEEK 7</b> 10/21	<b>Everest Simulation</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Everest Simulation Due Sunday October 25<sup>th</sup> (11.59pm)</li> </ul>	Everest Simulation Reflection (HBR)	Everest Simulation (HBR)

<b>WEEK 8</b> 10/28	<b>Business Model Canvas &amp; Social Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• Business Model Canvas Due Tuesday (11.59pm)</li> </ul>	Business Model Canvas Assignment Due	
<b>WEEK 9</b> 11/4	<b>Ideation</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Lean Start-up Questions Due Tuesday (11.59pm)</li> </ul>		Lean Start-up Chapter: 1 - 2
<b>WEEK 10</b> 11/11	<b>Legal, Risk &amp; Resources</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Lean Start-up Questions Due Tuesday (11.59pm)</li> <li>• Entrepreneur Interview Due Tuesday (11.59pm)</li> </ul>	Entrepreneur Interview Due	Lean Start-up Chapter: 3 - 4
<b>WEEK 11</b> 11/18	<b>Financials</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Lean Start-up Questions Due Tuesday (11.59pm)</li> <li>• Minted in 2014 Due Tuesday (11.59pm)</li> </ul>	Case Study: Minted in 2014 Assignment Due	Lean Start-up Chapter: 5 - 8
<b>WEEK 12</b> 12/2	<b>Business Plan Pitch</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• The Lean Start-up Questions Due Tuesday (11.59pm)</li> </ul>		Lean Start-up Chapter: 9 - END
<b>WEEK 13</b> 12/9	<b>Business Plan Pitch</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• Business Concept Final Pitch Due Tuesday (11.59pm)</li> </ul>	RECORDED ZOOM Business Concept Final Pitch	
<b>WEEK 14</b> 12/16	<b>Business Plan Pitch</b> <ul style="list-style-type: none"> <li>• Live recorded ZOOM: Wednesday (6pm)</li> <li>• Business Concept Peer Review Due Tuesday (11.59pm)</li> </ul>	'Business Concept Final Pitch' Peer Review	

### Schedule Changes:

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. I will not consider absence an excuse for not keeping your schedule updated. Check your PLNU e-mail and Canvas regularly.

## ASSESSMENT AND GRADING

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Students are expected to attend all ZOOM class sessions, participate in ZOOM class activities, complete assignments as scheduled or risk the loss of points. Points are as follows:

<u>Point Distribution</u>		<u>Grade scale:</u>	
• Opening Assignment.	20	A = 93-100	C = 73-76
• (2) Case Studies	200	A- = 90-92	C- = 70-72
• 2 Book Questions	180	B+ = 87-89	D+ = 67-69
• Vision & Passion Assignments.	100	B = 83-86	D = 63-66
• Entrepreneur Interview	100	B- = 80-82	D- = 60-62
• Everest Simulation	100	C+ = 77-79	F = 0-59
• Business Concept Assignment			
- Original Idea Pitch.	50		
- Validation Exercise	50		
- Business Model Canvas	50		
- Final Pitch	100		
- Final Pitch Peer Reflection.	50		
<u>Total:</u>	<u>1000</u>		

## MAJOR COURSE COMPONENTS

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### **Everest Simulation**

In assigned teams, we will attempt to climb Mt. Everest in class. In the assigned class time, you will be placed in ZOOM breakout groups to complete the journey. There will be 4 to 5 people to a team. We will purchase through Harvard Business Publishing at a cost of \$15.00.

### ***Entrepreneur Interview***

Each student will contact and interview in person or via ZOOM a local entrepreneur who is running a 'start-up' that is less than 3-year-old. The informational interview will cover the founder's background, business strategy, challenges and future goals. Also, including a reflection of take-aways meaningful to the student's personal plans for their future. See CANVAS description for questions.

### ***Business Model and Concept Pitch***

Students will be assigned teams to decide upon an entrepreneurial idea for a future business venture (for profit or nonprofit or hybrid). The project is a semester long exercise and will be graded as the final exam at the end of the semester. Additional assignments including 'original pitch', 'problem validation' and 'business model canvas' will be uploaded on assigned dates. Each team will present their venture idea by uploading a recorded team ZOOM pitch using PowerPoint for content delivery. The pitch will be evaluated by both their classmates and the instructor. The pitch is a maximum of 7 minutes in length and 10 -12 slides in the pitch deck. It needs to be brief, concise, interesting, and persuade the listeners to want to discover more of the venture being presented.

## **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 under extremely unusual circumstances.

## **SPIRITUAL CARE**

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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 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 Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and 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](mailto: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 Graduate and Professional Studies 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.

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.