

FALL 2021

Meeting days: Wednesday	Instructor: Professor Karen Pascoe
Meeting times: 6:00 pm-8:45 pm	Phone: 916-749-5133 (cell)
Meeting location: Online/ZOOM	E-mail: kpascoe@pointloma.edu
Final Exam: December 8/ZOOM	Office location and hours: upon request

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 is an expression of faith. Being of Wesleyan heritage, we strive 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 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 idea to a sustainable business concept. In addition, students will, using an intrapreneurial mindset, collaborate with a local business to add value to their existing business strategy. Students will apply factors that are involved in a start-up 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 online tool, “What-A-Venture,” culminating in an online presentation (pitch) to guests and peers representing 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 consisting of the creation of a business utilizing the online 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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Online Tool (Required): Each student will be required to pay \$50 for the use of the 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 Required Materials: (to be provided at no cost in a compressed format via 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

ASSESSMENT AND GRADING

Students are expected to attend all ZOOM 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 may be deducted for lack of participation.

Approximate points available are as follows:

Point Distribution:		Grade Scale:	
▪ E-Resume & E-Ideas.	50	A = 930-1000	C = 730-760
▪ 3 Articles + TEDx Question & Discussion	150	A- = 900-920	C- = 700-720
▪ \$5 Challenge & Peer Review	75	B+ = 870-890	D+ = 670-690
▪ Intrapreneurial Project	50	B = 830-860	D = 630-660
▪ Start-up Presentation & Peer Review	200	B- = 800-820	D- = 600-620
▪ Promo Marketing Video & Peer Review	125	C+ = 770-790	F = 0 -590
▪ Business Model Project & Oral Pitch			
- WAV Steps	200		
- Pitch	100		
▪ Participation (ZOOM & Group)	50		
<u>Total Points Available</u>	<u>1000</u>		

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.

SPIRITUAL CARE

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 or 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

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 online (distance education) outside of California.

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.

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. Faculty should follow and students may appeal using the procedure in the university catalog.

See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. 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 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

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 [ADC 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.

USE OF TECHNOLOGY

In order to be successful in your course, 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 for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) 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.

FINAL EXAMINATION POLICY

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.

COURSE SCHEDULE

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 1 8/30-9/5	Introduction: What is Entrepreneurship? <ul style="list-style-type: none"> ○ Questions & Answers due Sunday (11:59 pm) ○ ZOOM Class – The Seminar Table 	9/5 9/1

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 2 9/6-9/12	Emphasis: Creativity & Innovation <ul style="list-style-type: none"> ○ Business Ideas Question (11:59 pm) ○ Business Ideas Response (11:59 pm) ○ ZOOM Class – The Seminar Table 	9/6 9/8 9/8

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 3 9/13-9/19	Emphasis: Ideation <ul style="list-style-type: none"> ○ E-Myth Discussion (11:59 pm) ○ E-Myth Responses (11:59 pm) ○ ZOOM Class – The Seminar Table ○ Favorite Business Idea 	9/13 9/15 9/15 9/15

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 4 9/20-9/26	Emphasis: Intrapreneurship <ul style="list-style-type: none"> ○ Start-up Presentation #1 (11:59 pm) ○ Start-up Peer Review #1 (11:59 pm) ○ ZOOM Class – The Seminar Table 	9/20 9/22 9/22

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 5 9/27-10/3	Emphasis: Customer Exploration <ul style="list-style-type: none"> ○ Start-up Presentation #2 (11:59 pm) ○ Start-up Peer Review #2 (11:59 pm) ○ ZOOM Class – The Seminar Table ○ What-a-Venture – Step 1 	9/27 9/29 9/27 10/3

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 6 10/4-10/10	Emphasis: Problem Validation <ul style="list-style-type: none"> ○ Start-up Presentation #3 (11:59 pm) ○ Start-up Peer Review #3 (11:59 pm) <ul style="list-style-type: none"> ○ \$5 Challenge Video Due ○ ZOOM Class – The Seminar Table ○ What-a-Venture – Step 1b 	10/4 10/6 10/4 10/6 10/10

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 7 10/11-10/17	Emphasis: My Solution <ul style="list-style-type: none"> ○ Start-up Presentation #4 (11:59 pm) ○ Start-up Peer Review #4 (11:59 pm) ○ Good-to-Great Discussion (11:59 pm) ○ Good-to-Great Responses (11:59 pm) ○ ZOOM Class – The Seminar Table <ul style="list-style-type: none"> ○ What-a-Venture – Step 2 	10/11 10/13 10/11 10/13 10/13 10/17

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 8 10/18-10/24	Emphasis: Problem-Solution-Fit <ul style="list-style-type: none"> ○ Start-up Presentation #5 (11:59 pm) ○ Start-up Peer Review #5 (11:59 pm) ○ ZOOM Class – The Seminar Table <ul style="list-style-type: none"> ○ What-a-Venture – Step 2b ○ Intrapreneurial Project 	10/18 10/20 10/20 10/24 10/24

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 9 10/25-10/31	Emphasis: Business Model Canvas <ul style="list-style-type: none"> ○ Start-up Presentation #6 (11:59 pm) ○ Start-up Peer Review #6 (11:59 pm) <ul style="list-style-type: none"> ○ TEDx Questions (11:59 pm) ○ TEDx Discussion (11:59 pm) ○ ZOOM Class – The Seminar Table <ul style="list-style-type: none"> ○ What-a-Venture – Step 3 	10/25 10/27 10/25 10/27 10/27 10/31

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 10 11/1-11/7	Emphasis: Competitor Analysis <ul style="list-style-type: none"> ○ Start-up Presentation #7 (11:59 pm) ○ Start-up Peer Review #7 (11:59 pm) ○ Promo Marketing Video (11:59 pm) ○ Promo Marketing Peer Review (11:59 pm) <ul style="list-style-type: none"> ○ ZOOM Class – The Seminar Table ○ What-a-Venture – Step 4 	11/1 11/3 11/1 11/3 11/3 11/7

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 11 11/8-11/14	Emphasis: Market Size & Growth <ul style="list-style-type: none"> ○ Start-up Presentation #8 (11:59 pm) ○ Start-up Peer Review #8 (11:59 pm) ○ The Lean Start-Up Discussion (11:59 pm) ○ The Lean Start-Up Responses (11:59 pm) <ul style="list-style-type: none"> ○ ZOOM Class – The Seminar Table ○ What-a-Venture – Step 5 	11/8 11/10 11/8 11/10 11/10 11/14

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 12 11/15-11/21	Emphasis: Financials <ul style="list-style-type: none"> ○ Start-up Presentation #9 (11:59 pm) ○ Start-up Peer Review #9 (11:59 pm) ○ ZOOM Class – The Seminar Table <ul style="list-style-type: none"> ○ What-a-Venture – Step 6 	11/15 11/17 11/17 11/21

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 13 11/22-11/28	<ul style="list-style-type: none"> ○ HAPPY THANKSGIVING! 	

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 14 11/29-12/5	Emphasis: Pitching <ul style="list-style-type: none"> ○ Start-up Presentation #10 (11:59 pm) ○ Start-up Peer Review #10 (11:59 pm) ○ ZOOM Class – The Seminar Table 	11/29 12/1 12/1

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 15 12/6-12/12	Emphasis: Final Business Model & Oral Pitch <ul style="list-style-type: none"> ○ ZOOM Class – The Seminar Table ○ FINAL – Business Model & Oral Pitch 	12/8 12/8

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 16 12/13-12/19	Emphasis: The Entrepreneurial Mindset (redux) <ul style="list-style-type: none"> ○ What-a-Venture Evaluations (11:59 pm) <ul style="list-style-type: none"> ○ Group Evaluations (11:59 pm) ○ ZOOM Class – The Seminar Table 	12/13 12/13 12/15

COURSE 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 the online entrepreneurial tool, “What a Venture.” The project will require completion of eight (8) graded steps. Students will need to complete each section of the online tool by using information provided throughout the semester. The project will outline key areas of the business plan, including the 9 building blocks of the business model plan, product and market fit, and a pitch to stakeholders. The final Business Model: What-A-Venture Pitch will be an online team presentation. Teams will be automatically assigned via 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 each student to use a creative entrepreneurial mindset to develop an innovative business strategy that generates a financial return. A 2 to 3-minute video outlining the student's challenge strategy will be uploaded to CANVAS to be reviewed by peers. The Instructor 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 6 to 8-minute presentation will be offered via Screencast-o-matic. It will include information on: founder/s, purpose, benefits, market, competition, customer, P/L information and what was learned from the engagement. The presentation must be uploaded on CANVAS, where it 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" with the goal of developing a new, innovative and creative value proposition for a local business. Each group will compile an organizational summary of the business from either an onsite visit or via a ZOOM call with the business owner or representative. Based on 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.

The student team will submit a 3 to 4-page report detailing the proposed intrapreneurial strategy. Supportive diagrams and/or illustrations are to be included. The completed project will be given to the business owner for review and feedback.

[See appendix A for details.](#)

5) **Promotional Marketing Video (What-A-Venture Teams)**

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. The instructor and student peers will assess the project based on the following elements: clear problem/solution, business strategy and overall

digital presentation. Grades will be assigned based on both the instructor and peer reviews and assessment.

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

Students will be asked to upload additional assignments in addition to reading articles and viewing videos. In some assignments, review of TED Talks or readings related to entrepreneurship will be discussed and/or questions will be offered for response. Peer review of the subjects will be required.

7) Participation (Individual & Group)

The class will have numerous opportunities for class participation. Additionally, each student will be expected to be an active member within group projects. The course projects will require a high level of personal engagement and interaction by the student. These include lectures, ZOOM class interaction, presentations, guest speakers (via ZOOM) and exercises and projects.

Appendix A: Intrapreneurial Team – New Value Proposition

Your intrapreneurial project will include an industry and organizational overview, along with a SWOT Analysis. Individual groups will then select one of the eight “P’s” following. Groups will focus on providing value-add content via the use of unique strategies within their assigned topics.

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 on the SWOT Analysis, students will craft a series of strategies utilizing one of the eight “P’s” following.
- Create an action plan to describe the effective implementation of the strategies.

The Eight “P’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 to demand / value (price flexibility)

Promotion: (Marketing)

- Advertising (paid)

Intrapreneur Project Outline (cont.)

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

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 organizational structure
 - Roles and responsibilities
 - Recruitment strategies
- With respect to management style / decision-making
- With respect to organizational values and norms
- With regard to human resource benefits

Post Covid: (Viral Preventive Measures)

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