Point Loma Nazarene University
Fermanian School of Business

BUS6072

Developing an Entrepreneurial Mindset

3 Credit Units

FALL 2022

Meeting day: Tuesday	**Instructor:** Dr. Randal P. Schober
Meeting times: 5.30pm	**Phone:** Office: (619) 849-2697 Mobile: (858) 336-2728
Meeting location: Mission Valley	**E-mail:** rschober@pointloma.edu
Final Exam: Dec 13th @ 5.30pm	**Office location:** Fermanian School of Business. Rm. 126 **Office hours:** 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

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

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

Course Text

Ries, Eric. *The Lean Startup: How Today's Entrepreneur's 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/961272

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

DATE	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENTS DUE	READING & DISCUSSIONS
WEEK 1 8/30	**SOFT WEEK: No class**		
WEEK 2 9/6	**Course Introduction & Assignments** • Welcome to the life of an entrepreneur	Opening Video Assignment	What does having a growth mindset really mean? (HBR)
WEEK 3 9/13	**The Entrepreneurial Mindset - Your Vision** • The Execution Factor Questions • Vision Assignment	Vision Assignment Due	The Execution Factor: Chapter 1 - 5
WEEK 4 9/20	**The Entrepreneur: Traits and Characteristics** • The Execution Factor Questions • Passion Assignment	Passion Assignment Due	The Execution Factor: Chapter 6 - 9
WEEK 5 9/27	**Opportunity Recognition** • The Execution Factor Questions • Original Pitch Assignment	'Original Pitch' Assignment Due	The Execution Factor: Chapter 10 - 13
WEEK 6 10/4	**Proof of Concept, Value Disciplines, Feasibility Analysis & Competition** • The Execution Factor Questions • Stripe Case Study	Case Study: Stripe: Increasing the GDP of the Internet' Assignment Due	The Execution Factor: Chapter 14 - 18
WEEK 7 10/11	**Innovation: Types & Economic Models** • The Execution Factor Questions • Problem Validation Assignment	Problem Validation Assignment Due	The Execution Factor: Chapter 19 - 22
WEEK 8 10/18	**EVEREST Simulation** • The Everest Simulation	Everest Simulation Reflection (HBR)	Everest Simulation (HBR)
WEEK 9 10/25	**Business Model Canvas & Social Entrepreneurship** • Business Model Canvas	Business Model Canvas Assignment Due	**SPEAKER**
WEEK 10 11/1	**Ideation** • The Lean Start-up Questions	Entrepreneur Interview Due	Lean Start-up Chapter: 1 - 2
WEEK 11 11/8	**Legal, Risk & Resources** • The Lean Start-up Questions Entrepreneur Interview		Lean Start-up Chapter: 3 - 4

WEEK 12 **11/15**	**Financials** • The Lean Start-up Questions • Minted in 2014	Case Study: Minted in 2014 Assignment Due	Lean Start-up Chapter: 5 - 8
	THANKSGIVING (no class)		
WEEK 13 **11/29**	**Business Plan Pitch** • Pitching • The Lean Start-up Questions		Lean Start-up Chapter: 9 - END
WEEK 14 **12/6**	**Pitch Practice** • **Hook + Ask**		
WEEK 15 **12/13**	**Business Plan Pitch** • Business Concept Final Pitch • Business Concept Peer Review	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

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:

Point Distribution		Grade scale:	
• Opening Video Assignment.	20	A = 93-100	C = 73-76
• (2) Case Studies (2x100)	200	A- = 90-92	C- = 70-72
• (2) Book Questions (9x20)	180	B+ = 87-89	D+ = 67-69
• Vision & Passion Assignments (2x50)	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		
Total:	1000		

MAJOR COURSE COMPONENTS

Everest Simulation
In assigned teams, we will attempt to climb Mt. Everest in class. In the assigned class time, you will be placed in random assigned groups to complete the journey. There will be 4 to 5 people to a team. You 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 presenting 'funding pitch' that will occur as the course final exam. 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

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.

Assignments will be considered late if posted after the specific time stated on the day, they are due (Pacific Standard Time). *Late assignments* will be graded on the following basis:

up to 1 day late - 10% reduction
up to 2 days late - 20% reduction
up to 3 days late - 30% reduction
up to 4 days late - 40% reduction
up to 5 days late - 50% reduction
over 5 days late - not accepted*

*Only in exceptional circumstances will late work more than 5 days late be accepted. Please communicate with the me if you experience exceptional circumstances during the semester as this will be assessed on an individual basis.

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 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.

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 classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in 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. See Academic Policies in the Graduate and Professional Studies Catalog for additional detail.

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.