Spring 2024

Meeting days: Mon and Wed	**Instructor title and name:** Dr. Frank Marshall
Meeting times: 10:55am to 12:10pm	**Phone:** 619-371-6148
Meeting location:	**E-mail:** fmarshal@pointlopma.edu
Final Exam: May 3/ 10:30 AM to 1PM	**Office location and hours:** FSB MTW 10am to 11 and 12:30 to 3pm
Additional info:	**Additional info:**

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 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

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)

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Note:
1. Cite book author/editor, title, edition, publisher and date
2. For web references, use URL.
3. List any additional "recommended" materials students must have, including equipment, study guides, special calculators, personal lab or studio equipment.

ASSESSMENT AND GRADING

Note: Clearly define a grading policy to avoid any confusion concerning expectations. It is most helpful if at least two things are present: 1) a point distribution and 2) a grading scale.

Sample assignment distribution by percentage:		Sample grade scale:	
• Gratitude	120 points	A=93-100	C=73-76
• Interview Local Entrepreneur	70 points	A-=90-92	C-=70-72
• Entrepreneur Case Study	50 points	B+=87-89	D+=67-69
• Nine stages of Lean Canvas (45 points times 9).	405 Points	B=83-8670	D=63-66
• Pitch Projects	95 Points	B-=80-82	D-=60-62
• Service Project	100 points	C+=77-79	F=0-59
• Final Presentation	150 points		

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.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI. https://chat.openai.com/"

CONTENT WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In [class name], all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. These topics include [list topics]. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

TRIGGER WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive several types of information. In [class name], we will cover a variety of topics, some of which you may find triggering. These topics include [list topics]. Each time this topic appears in a reading or unit, it is marked on the syllabus. The experience of being triggered versus intellectually challenged are different. The main difference is that an individual must have experienced trauma to experience being triggered, whereas an intellectual challenge has nothing to do with trauma. If you are a trauma survivor and encounter a topic in this class that is triggering for you, you may feel overwhelmed or panicked and find it difficult to concentrate. In response, I encourage you to take the necessary steps for your emotional safety. This may include leaving class while the topic is discussed or talking to a therapist at the Counseling Center. Should you choose to sit out on discussion of a certain topic, know that you are still responsible for the material; but we can discuss if there are other methods for accessing that material, and for assessing your learning on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

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.

You may report an incident(s) using the Bias Incident Reporting Form.

LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see Loma Writing Center webpage or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, 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 accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are 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 or find a list of campus pastors at pointloma.edu/title-ix.

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.

TUG only:
If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the Office of Spiritual Life and Formation.

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.

TUG Only:

See Academic Policies 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.

COURSE MODALITY DEFINITIONS

1. In-Person: Course meetings are face-to-face with no more than 25% online delivery.

2. Online: Coursework is completed 100% online and asynchronously.

3. Online Synchronous: Coursework is completed 100% online with required weekly online class meetings.

4. Hybrid: Courses that meet face-to-face with required online components.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Face-to-Face TUG Courses:

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. 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 drop date or, after that date, receive an "F" grade.

Refer to Academic Policies for additional detail.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

COURSE SCHEDULE AND ASSIGNMENTS

Note: For each assignment, provide the following things:
- Description: Clear explanation of the assignment
- Requirements: Clearly identify all evaluation requirements for each assignment, including rubrics, if any, for assignments.
- Style standard: APA.

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
Week 1	**Characteristics of Entrepreneurs, Syllabus review** **Rise and Grind**	**Wed 1/10**
Week 2 Wed Only	**NO Class Monday for MLK Day** **Creativity, Start-up Business Ideas** **Where do you find Inspiration and Creativity?** **Entrepreneur Case Study, Gratitude** **Rise and Grind**	**Wed 1/17, Sun 1/21**
Week 3	**Lean Canvas** **What Bugs you?** **Pitch an Idea** **Entrepreneur Case Study, Gratitude** **Overcrowded Begin to read about Nest**	**Wed Jan 24**
Week 4	**Use chat GPT to begin Ideas for start-up business** **Pitch an idea** **Entrepreneur Case Study, Gratitude** **Overcrowded Read about Yankee Candle**	**Wed Jan 31**
Week 5	**What is your customer segment?** **Validate idea with customer segment** **Pitch an Idea** **Entrepreneur Case Study, Gratitude** **Overcrowded Critique**	**Wed Feb 7**
Week 6	**What is the Problem you are solving?** **List existing alternatives** **Interview a Local Business Presentation, Gratitude**	**Wed Feb 14**
Week 7	**What is your unique value proposition?** **Interview a Local Business Presentation, Gratitude**	**Wed Feb 21**
Week 8	**What is your solution?** **What is your path to your customers?** **Service Project, Gratitude**	**Wed Feb 28**
	Spring Break Mar 4 – Mar 8 NO CLASSES	
Week 9	**Break Even analysis** **Metrics. What metrics matter?** **Gratitude**	**Wed Mar 13**
Week 10	**Pitch your idea to date** **Gratitude**	**Wed Mar 20**
Week 11	**What is your unique selling proposition?**	

	Gratitude	**Wed Mar 27**
Week 12 Wed Only	**No Class Monday April 1,** **Gratitude**	**Wed Apr 3**
Week 13	**Ethisphere-Why ethics matter.** **Gratitude**	**Wed Apr 10**
Week 14	**Net positive. Why is your company in business and why should customers buy from you?**	**Wed Apr 17**
Week 15	**Final Presentation**	**Wed Apr 24**
Week 16	**Final Presentation**	**Final Exam Date** **Fri May 3**