



Dates: 3/11 - 5/5

Credit Hours: 3

Format: Online
Synchronous, Wednesday
5:30 PM - 6:45 PM PST

Who are you called to be?

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.

INSTRUCTOR INFORMATION



Professor Randal Schober

Phone: 619.849.2697

Email: rschober@pointloma.edu

COURSE DESCRIPTION

Entrepreneurship is an interdisciplinary pursuit that at times can be complex, demanding, and lonely. The key to a successful entrepreneurship endeavor is the ability to gather, interpret, and implement skills and information in a systematized and repeatable approach to the acquired knowledge toward action. Entrepreneurial opportunities may arise in many industries, including wellness. Pursuing these opportunities requires an

understanding of key business concepts and the building of a team with a diverse knowledge base, including but not limited to management, technology, and marketing.

This course will highlight the different aspects of Wellness Entrepreneurship for those who wish to start a company and for those who wish to incorporate an entrepreneurial mindset into an existing company (Intrapreneurship). The course is designed as a broad overview of entrepreneurship, including the creation of a business plan, the understanding of key business terms, a review of established entrepreneurial traits and skills, and a teamwork project that will utilize the different concepts covered in this course. The team project will allow you to apply concepts from this course to a real-world example of an entrepreneurial venture and give you an opportunity to experience the hands-on, nuts-and-bolts tactics that are an essential part of being an entrepreneur.

This course will provide students with the opportunity to experience a guided approach to entrepreneurship to quench the desire for practical, real-world business knowledge. This course also recognizes that each student brings different levels of knowledge, skills and abilities to this course.

INSTITUTIONAL LEARNING OUTCOMES (ILO)

1. **Learning, Informed by our Faith in Christ**
Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, In a Christ-centered faith Community**
Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.
3. **Serving, In a Context of Christian Faith**
Students will serve locally and/or globally in vocational and social settings.

PROGRAM LEARNING OUTCOMES (PLO)

The Point Loma Nazarene University MS-KIN graduate will be able to:

1. Appraise current research data and integrate it into professional practice to solve relevant problems and make effective decisions.
2. Work independently and with a team to persuasively communicate essential information in their discipline.
3. Demonstrate appropriate breadth of knowledge of the background and principle research in their specialization in order to conduct an independent research project.
4. Serve various populations, integrating compassionate care and the Christian faith with their professional practice.
5. Pursue an active and growing involvement in their discipline by achieving advanced certification and/or membership in a related professional organization.

COURSE LEARNING OUTCOMES (CLO)

After completing this course students will be able to:

1. Develop a foundational knowledge of entrepreneurial concepts, business plans, topics, and outcomes and build skills in developing and delivering persuasive arguments, active listening, critical thinking, and complex decision-making;
2. Analyze complex organizational challenges and opportunities and identify potential levers for change, using both intrapreneurial and entrepreneurial perspectives;
3. Explore new ways of thinking about leadership, entrepreneurship, and learning, and develop a conceptual framework implementing entrepreneurship within the wellness industry.

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 eight (8) weeks at 37.5 hours per unit. Specific details about how the class meets the credit hour requirement can be provided upon request.

CREDIT HOUR INFORMATION

Week #	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Total
Est. Hours	14	12	14	13	14	16	14	15.5	112.5

REQUIRED TEXT & RECOMMENDED RESOURCES

Neck, H.M., Neck, C.P., Murray, E.L (2024). *Entrepreneurship: The Practice and Mindset* (Third Edition). Los Angeles, CA: SAGE Publications.

You can rent or purchase the Ebook here:

- [Sage College Publishing](#)
- [Amazon](#)

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. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

ASSESSMENT AND GRADING

Assignment distribution by points:

Assignment Assessment

Introduce Yourself	25
Entrepreneurial Challenge	50
Ideation AI Assignment	50
Chapter Discussions (8 x 40)	320
Intrapreneur/Entrepreneur Project Milestone (6 x 55)	330
Intrapreneur/Entrepreneur Pitch	100
Pitch Final Peer Review	100
Online Participation	25
<u>Total Points</u>	<u>1000</u>

Grade Scale (Percentage)

Standard Grade Scale Based on Percentage of Points Earned

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F ≤ 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of "C" in each course and an overall 2.00 grade point average.

Grading System

Traditional letter grades (A, B, C, D, F) including plus and minus grades are used to indicate the level of scholarship earned for each course. Except for the correction of an error, all traditional letter grades are final at the conclusion of the academic term. Once the degree has been posted on the student's official transcript, no change of grade

action is allowed for courses leading to the degree. The grade of C is the lowest grade acceptable for graduate credit.

ASSIGNMENTS

1. **Class Discussions:** You will participate in a weekly class discussion with your peers on the topics you have covered in the week's content.
2. **Project Milestones:** You will apply entrepreneurial lessons learned from the course content to weekly assignments that will allow you to steadily build your final project.
3. **Final Project:** You will compose a final entrepreneurial deliverable according to the project path you choose at the beginning of the course (Proposal document, Pitch presentation, or Wellness website).

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted to Canvas by the assigned due date. No credit for late work. Even if the deadline is missed, all assignments are expected to be submitted.

NOTE: It is your responsibility to maintain your class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), you have the responsibility to first contact the professor. Then if no accommodations can be made, you are responsible for following through (provided the drop date meets the stated calendar deadline established by the university).

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 graduate students to encounter God and grow in their Christian faith. There are resources for your Christian faith journey available at the [Graduate & Professional Student Spiritual Life web page](#).

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 Balboa Regional Center, College of Health and Sciences, Rev. Kevin Portillo, M.Div. serves as Graduate Chaplain. If you have questions, have a desire to meet, or share a prayer request with Rev. Portillo, you can contact him directly at kevinportillo@pointloma.edu.

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](#).

ACADEMIC HONESTY

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.

ACADEMIC ACCOMMODATIONS

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.

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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

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 withdrawal date or, after that date, receive an “F” grade.

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.

Refer to [Academic Policies](#) for additional detail.

Synchronous Attendance/Participation Definition

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student’s enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

Note: For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

Online Asynchronous Attendance/Participation Definition

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as

participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

USE OF TECHNOLOGY

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

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

ARTIFICIAL INTELLIGENCE (AI) POLICY*

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

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](#) link to view which states allow online (distance education) outside of California.

GPS Academic Resources

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - [Research Help Guide](#) to help you start your research
 - The physical office is located on the third floor of the [Mission Valley Regional Center](#) off the student lounge
- [Academic Writing Resources Course](#): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick](#)



- [video run-through](#) and take time now to explore!
- [Tutoring](#): Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

Course Schedule

DATE	Lecture Topic	Discussion	Entrepreneur (B2C / B2B)	Intrapreneur
March 13th (Week 1)	Chapter 1 – 3 Welcome to entrepreneurship.	Opening Assignment WK1: Choose your Path	Introduce Yourself	Introduce Yourself
March 20th	Chapter 4, 5, 7 & 8 Ideation	WK 2: Entrepreneurial Creativity	Ideation AI Assignment Problem Statement Canvas	Ideation AI Assignment Corporate Key Information

	Design Thinking Market Fit			
March 27th	Chapter 6 & 14 SWOT Business Models Legal & IP	WK3: Protecting your IP	Conduct Market Research	SWOT and Central Issue
EASTER				
April 3rd	Chapter 11 Startup planning Power of failure	WK 4: Failure and Entrepreneurship	Developing a Business Plan	Strategy Options & Final Recommendation
April 10th	Chapter 10 & 12 Revenue Models Bootstrapping	WK 5: Revenue Models	Competitive Comparative Chart	Action Plan
April 17th	Chapter 13 & Appendix A Financing	WK 6: Pitching to Investors	Financial & Funding	Tracking & Control
April 24th	Chapter 15 & 16		Upload Final Pitch	Upload Final Pitch

	Marketing Pitching	WK 7: Entrepreneurial Marketing		
May 1st	Chapter 9 Developing Networks	WK 8: Networking	Final Pitch Peer Review	Final Pitch Peer Review