

Colorado Christian University

College: College of Adult and Graduate Studies (CAGS)
Course Title: Entrepreneurship as Mission – From Idea to Market
Course Number: ENT 270
Course Location: CAGS Centers and Online
Credit Hours: 3
Instructor: Various
Semester: Spring 2009
Office Hours:
CCU Phone:
E-mail:

Course Description as found in catalog / Course Information:

Entrepreneurship is the driver of innovation in business today, whether in a new venture, within a corporation or on the mission field. This course is an overview of entrepreneurship with a perspective of purpose and mission for the new venture that can be greater than profits alone. Included are idea generation, social and sustainable entrepreneurship; planning, financing and marketing for the new venture.

Pre-requisites / Co-requisites: None

Required Textbooks and Course Materials:

Abrams, R. (2004). *What Business Should I Start?* The Planning Shop:Palo Alto, CA. ISBN: 0-9669635-8-X (Available through www.theplanningshop.com, \$19.95).

Abrams, R. (2003). *The Successful Business Plan: Secrets & Strategies, 4th Ed.* The Planning Shop:Palo Alto, CA. ISBN: 0-9669635-6-4 (Available through www.theplanningshop.com, \$29.95).

Bell, Joseph R. and The Planning Shop (2007). *Finding an Angel Investor in a Day: Get it done right, get it done fast!* The Planning Shop:Palo Alto, CA. ISBN: 0-9740801-8-7. (Available through www.theplanningshop.com, \$19.95).

EduCase – An Experience In Enterprise (2006). *Mississippi Topsoils, Inc.: Healthy Soil, Healthy Plants, Healthy People.* (Available through Educase Enterprise: Donald McNeely Center for Entrepreneurship, St. John's University, www.educaseenterprise.org; \$24.99)

Optional textbooks and course materials (but recommended): N/A

Additional Requirements: N/A

Learner Objectives and Competencies:

1. Students will be able to describe the differences between entrepreneurship, entrepreneurship and management and explain the economic benefits and risks of entrepreneurship.
2. Students will identify the unique characteristics and purpose of social and sustainable entrepreneurship.
3. Students will examine their own personality and aptitude for entrepreneurship.
4. Students will apply idea generation techniques, and evaluate various ideas for potential development into products or services for a new venture.
5. Students will be able to apply the business principles of planning, financing and marketing to the new venture context.
6. Students will participate in discussions (in-class and/or online) that explore a biblical worldview as applied to entrepreneurship purpose and mission

Course Objectives:

This course is the first of four courses that make up an entrepreneurship certificate.

Learner Assessment:

Assessment:	Points:
1. Complete 3 Alternative idea generation process models	25 each
2. Threaded Discussions (3 for in-seat, 4 if online) on entrepreneurship; economic benefits/risks; social/sustainable; biblical worldview/purpose and mission	20 each
3. Self-examination on personality and aptitude for entrepreneurship	25
4. Case on social and sustainable entrepreneurship	50
5. New Venture Feasibility Study – incorporates planning, financing and marketing studies	100
6. Presentation of Feasibility Study	50
7. Participation (in class or online)	50

Grading method:

NOTE: The standard CAGS Grading Scale is included in the CAGS eCompanion Course/eCourse Policies and Procedures, and the Nursing Student Handbook.

Course Policies and Procedures: The following statement is included in each CAGS syllabus and refers to the information that will be located in the proposed course shell upon approval and subsequent development of the course:

Please carefully read the CAGS Course Policies and Procedures located in the Course Syllabus section of your course shell before you begin this course. You are responsible for understanding and following these policies whenever you participate in a CAGS Course.

To find the Course Development Handbook, please note that you can navigate the luke.ccu.edu webpage, click on the CCU Online (eCompanion) menu item. You will automatically be directed to the following link: <https://secure.ccu.edu/DigitalServicesAccount/CCUOnlineLogon.aspx> after you have logged in, click on the IDTInstructional Design Tutorial menu item under Special Courses.

The Integration of Faith, Learning and Living: An important part of your education here at CCU focuses on the integration of faith, learning, and living in relation to the content of each course. One of our goals is to examine course-related material from a Christian worldview. When appropriate, we will discuss legal, ethical, and moral implications relating to course-related topics as well as to our lives in general both while you are here at CCU and in your careers now and after graduation. The authors of our textbooks did not necessarily prepare the course materials based on a Christian worldview. Therefore, we must be aware of and sensitive to legal, ethical, moral, and worldview issues as they arise in class, in our online discussions, and in your written assignments.

In addition to the questions associated with each topic or case study, please be prepared each Week to respond to the following questions:

- Are there any moral or ethical issues raised in relation to this topic or case study? If so, what are they?
- How would you address such issues in real life?
- How does this issue or case correlate with a Christian worldview?
- Can you support your position with at least one biblical reference?

Course Outline and Schedule of Assignments: A Curricular Alignment Table (CAT) that outlines the course delivery and schedule of assignments will be created by the course developer once the course is approved. The course developer will be provided a CAT template from the CAGS curriculum development team at that time.

Special Accommodations: Please refer to the CCU online academic catalog for CCU's policies regarding special accommodations. It can be found at the following link: <http://www.ccu.edu/catalog/2007-08/cus/ldc.asp#Disabilities>