

Colorado Christian University

College: College of Adult and Graduate Studies
Course Title: Social, Sustainable and Mission Entrepreneurship
Course Number: ENT 330
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:

Entrepreneurs and existing companies are realizing that there are intangible benefits to entrepreneurship with a purpose that is greater than just the bottom line. This course explores enterprising entrepreneurial ventures all over the world, highlighting social, sustainable and mission oriented entrepreneurs with innovative, big ideas. Students will explore how an entrepreneurial venture can be a vehicle for their own purpose in life.

Pre-requisites / Co-requisites: None

Required Textbooks and Course Materials:

Wei-Skillern, J., Austin, J., Leonard, H. and Stevenson, H., Harvard Business School (2007). *Entrepreneurship in the Social Sector*. Los Angeles: Sage. ISBN: 978-1-4129-5137.

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).

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

Additional Requirements: N/A

Learner Objectives and Competencies:

1. Students will recognize and define the purposes of existing social, sustainable and mission oriented entrepreneurial ventures.
2. Students will be able to analyze and make recommendations on cases in entrepreneurship in both the non-profit and for-profit sectors.
3. Students will participate in discussions (in-class and/or online) on business ethics of stewardship and sustainability, and the new venture as personal mission.
4. Students will research and present on potential ideas, products and services that exploit sustainable technologies.
5. Students will write the key components of a business plan for a new venture with an innovative idea from a “social, sustainable and mission” perspective.

Course Objectives:

This is the third of four courses that make up the entrepreneurship certificate.

Learner Assessment:

Assessment:	Points:
1. Six Mini Cases – On Social, Sustainable and Mission Entrepreneurship	30 points each
2. Research and present your findings on two innovative and sustainable technologies	50 points each
3. Threaded Discussions (2 for in-seat, 4 if online) on business ethics and stewardship, sustainability, and new venture as personal mission.	20 points each
4. Write business plan – major plan components: a. strategy and purpose, b. product/service, c. marketing plan, d. operations and distribution plan, e. financial plan, f. finishing components – introduction, executive summary	50 points each area
5. Participation	50 points

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 [IDT Instructional 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>