

ENT250/HHS250: PURPOSE-DRIVEN ENTREPRENEURSHIP

INSTRUCTOR INFORMATION:

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DESCRIPTION: Course open to all students interested in connecting their purpose/meaningful work to the start of a business. Students will engage in exercises to understand their purpose, develop a plan to create “self-employed” meaningful work, and learn strategies to stay connected to the self and the world.

STUDENT LEARNING OUTCOMES

Introduction

For this course, purpose is defined as “an inner path enabling a person to discover the essence of his or her being, then incorporating that essence as a part of their life every day.” In recent years, studies have shown the significant role that purpose plays in the work environment, whether it’s a method to find purpose in one’s life, an expression of one’s personal values, and/or to make a contribution to the world by doing “great work.”

Participants in this course will not only have a thorough understanding of their essence (passion, values, purpose, mission), but will also create a vision for the “work” that’s meaningful. They will also:

- Engage in self-reflective exercises to understand their essence,
- Develop a plan to create “self-employed” work that’s purposeful, significant, and successful, and
- Learn strategies to stay connected to the self and the world.

By the end of the course, participants will have a better understanding of the “self” and be able to incorporate strategies to engage their heart, mind, body and soul in their “great” work.

Student Learning Outcomes

Some of the specific components of the course include:

1. Describe the role that purpose plays in entrepreneurship.
2. Examine core identity work, which includes interests, skills, values, and purpose.
3. Create statements that describe your meaningful work and its impact on others.
4. Identify goals for your business and develop strategies to complete them.
5. Complete a one-page business model to help guide your actions and decision on your business.
6. Build authentic relationships with collaborators, mentors, and support systems.
7. Discover ideas to renew, recharge, and reinvigorate self on daily basis.
8. Evaluate how purpose and entrepreneurship leads to successful self-employment, ownership, and sustainability.

EVALUATION AND GRADING

The course is graded A, B, C, D, or F and uses the +/- system. Your final grade will be calculated using the following criteria:

• Attendance/class participation/in-class work (28 classes @ 4 points each)	112 points
• Homework assignments (13 assignments @ 4 points each)	52 points
• Mid-Semester Entrepreneurial Project and Presentation	18 points
• Final Entrepreneurial Project and Presentation	<u>18 points</u>
Total Points	200 points

Your final letter grade will be based on your total points, as listed on the scale below:

A+: 199 to 200	B+: 173 to 179	C+: 153 to 159	D+: 133 to 139	F: below 120
A: 190 to 198	B: 166 to 172	C: 146 to 152	D: 126 to 132	
A-: 180 to 189	B-: 160 to 165	C-: 140 to 145	D-: 120 to 125	

There's no final exam and **extra credit will not be given.**

TOPICAL OUTLINE/CALENDAR:

- Week 1: Introduction of Class Participants; Meditation Basics; The Spiritual Entrepreneur Mindset
- Week 2: Identifying Purpose and Meaningful Work; Personal Self-Assessments - Values, Strengths, Interests, Skills
- Weeks 3 and 4: Identifying and Creating Purpose-Driven Business Creation Projects; Project Completion Worksheet
- Weeks 5 and 6: Design/Innovative Thinking; Creativity Exercises; Idea Generation
- Week 7: Creating/Testing Product/Service; Getting Your Butt in Gear
- Week 8: Developing One Page Business Model/Plan
- Week 9: Building Relationships/Creating a Tribe for Your Idea; Idea Entrepreneurs
- Week 10: Getting the Word Out; Marketing on a Shoestring; Using Social Media
- Week 11: Challenges/Obstacles/Concerns...and Solutions
- Week 12: The Spiritual Life of an Entrepreneur; Maintaining Love for Work; Vision for the Future
- Weeks 13 and 14: Business Project Presentations

ACADEMIC INTEGRITY POLICY: Refer to the following URL: <http://sa.uncg.edu/handbook/academic-integrity-policy/>

ATTENDANCE/PARTICIPATION POLICY

Class is set up so that most of the exercises and activities are done outside of class; class time will be spent on reflection, sharing, and discussion. If you complete the work and participate in the class discussions, you will receive 4 points; if you do not attend, which means you cannot participate, you receive 0 points. However, you should still complete the homework assignments since they build on the work from the previous week.

HOMEWORK ASSIGNMENTS

These short assignments will have you explore a particular topic about your life. They may consist of a short assessment (by hand and/or on-line), completion of a worksheet, or some creative project totally off-the-wall. You will need to bring in your "results" by next class in order to get credit for the homework assignment. Each completed assignment is worth 4 points. You will receive only 1 point for assignments turned in late.

ADDITIONAL REQUIREMENTS:

Daily Class Format

Course structure for this class:

- Meditations at beginning of class
- Sharing of homework/reading assignment with partner/group
- Overview of homework/reading assignment for following class

Meditation

At the beginning of class (or before we start the weekly topic), you will have an opportunity to have 5-10 minutes of meditation time – to settle down, connect with yourself, or just relax. Please, not cell phone use at this time. If running late, please wait until quiet time is over before you enter the classroom.

Mid-Semester and Final Entrepreneurial Projects and Presentation

For the Entrepreneurial Projects, you will create a “business” based your interests, passions, problems you want to solve, or something you’ve always wanted to try. You will complete two 4-week projects during the semester; specific guidelines for each will be provided in the next class. The Mid-Semester Entrepreneurial Project will start on January 28th and end on February 25th; presentations will be on March 1st and March 3rd. The Final Entrepreneurial Project will start on March 22nd and end on April 14th; presentations will be on April 19th and April 21st. Each Project and Presentation is worth 18 points.