ET638  Entrepreneurship in Church and Community

Saturdays, 9:00-12:00 noon

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Office hours: Tuesdays, 5:00-6:00 pm & by appointment

DESCRIPTION:
The purpose of this course is for pastors and their congregations to learn how to promote and support new business formation. Rather than looking to existing businesses or to government agencies to create jobs, this course asks “what can the church do?” The absence of work opportunities is not just a factor in poverty; it entails a loss of human dignity and a squandering of the gifts and abilities God grants to each of us. Within our churches are simultaneously many who need and want to find meaningful work --- and others with skills, experiences, networks, resources to help their brothers and sisters find or create new business and work opportunities.

The course will lay the foundations for entrepreneurship in serious biblical study, theology, and ethics. What does the Bible teach about the reality and purpose of work, leadership, money, communication and related topics? And what does Christian ethics teach us about building a healthy workplace culture, resolving difficulties, and doing the right thing in God’s eyes? Based on this robust theological foundation this will be a practical workshop course for current and future pastors and church leaders to help their people create jobs and companies.

This course, supported by a grant from the Kern Family Foundation, will be limited to eighteen (18) students upon approval of the Instructors (special application form required and attached at end of this syllabus). The grant will contribute $600 toward the tuition bill of each of the 18 students. Applications welcome from GCTS alumni & GCTS students from all campuses and degree programs. Local pastoral staff, lay leaders, and theology students are also welcome to apply if space is available.

The eighteen students will meet with the Instructors for 3 hours of class each Saturday morning during the Spring semester at the CUME campus. Each of the eighteen registered students will recruit and coach one promising, committed, prospective entrepreneur from their congregation or nearby community. Students will be assisted in their entrepreneur recruiting, review, and acceptance process. Students should expect to invest roughly 3 hours in class, 4 hours of outside study, and 3 hours of coaching their prospective entrepreneurs each week. Entrepreneurs must be able and willing to invest at least eight hours of work per week in building their businesses. Each of the eighteen entrepreneurs will have available $500 as a seed money grant to help launch their business. These funds will be distributed upon creation and approval of business plans, budgets, and accounting processes. In September 2015 additional financial awards will be given to the most successful entrepreneurial projects.

OBJECTIVES & LEARNING OUTCOMES:
Students who complete this course will be able to

1. Define the basic concepts and terminology of entrepreneurship.
2. Describe and apply Christian ethical values and guidelines to entrepreneurial concerns and challenges.
3. Recognize, recruit, and train prospective entrepreneurs in a congregation, including budget planning, basic marketing, and personnel management.
4. Evaluate business and leadership performance and provide wise counsel.
REQUIRED READING:


Selected Readings ---to be distributed in class.

RECOMMENDED READING


WEB SITES
Christian Entrepreneur Association www.christianentrepreneurassociation.com
Nehemiah Project www.nehemiahproject.org
ASSIGNMENTS:
(submit all papers in electronic form as Word documents with your last name as the first word in the file name attached to e-mail to Prof. Ward pastorlw@alccambridge.org)

1. Eight Weekly Idea Summaries from Assigned Readings Each of the first eight weeks you complete the readings before coming to class and write up a careful summary or list of the key ideas to share with your entrepreneur as you help them create a plan for that business functional area (marketing, business plan, financial management, etc.). (5% each, 40% total grade)
2. Core Mission, Core Values, Business Name, & Start-up Business Plan you help your entrepreneur prepare, map out, and articulate a basic start-up plan to get the business off the ground by launch day. (10%)
3. Basic Marketing & Technology Start-up Plan you help your entrepreneur create and articulate a basic start-up marketing plan and technology plan (computers, web site, etc.) for the next three months (10%)
4. Launch Presentation: you help your entrepreneur prepare and deliver a first rate launch day presentation (10%)
5. Consultant’s Report to Entrepreneur: careful evaluation of the strengths and weaknesses of the entrepreneur's performance; suggestions for next steps and how to improve business and its leadership; include a biblical/theological/spiritual perspective (15%)
6. Summary Paper: lessons learned and course takeaways for you and for your future work helping people find work and create businesses in church and community (15%)

Schedule (Saturdays 9:00-12:00 noon) Note: Students are encouraged to bring their entrepreneurs with them to our class sessions; Lectures & presentations will be accompanied by discussions and workshop exercises; Periodic guest presentations will be given by local entrepreneurs and subject matter experts.

1. Jan 31: Introduction to Course; Recruiting A High-Potential Entrepreneur (g,w)
   What is work? business? Why are they important? What is the purpose of business? Biblical basics. Characteristics of successful entrepreneurs; Strategy for finding promising entrepreneurs
   Read & Review: $100 Start-up Chs 1,2,3;

2. Feb 7: Mission, Products, & Services: Figuring Out What Business To Start (g,w)
   Identifying problems, needs, opportunities in my community that could be met by a new business: how? Is there a sustainable way to meet this need through a business I might form? Identifying my passion, values, skills – and recruiting/building business partners with essential complementary skills for my business. Biblical basics on calling and character.
   Read & Review: $100 Start-up Ch 5; Start Your Own Business Chs 1-4

3. Feb 14: Business Planning: Sketching Out How to Make It Happen (w)
   Components of a business plan including but not limited to market assessment, financial viability, preparation and launch; production and distribution; marketing and advertising, rules and regulations In the rest of the course, we will fill in the details of each of these areas
   Read & Review: $100 Start-up Ch 6; Start Your Own Business Chs 6-10

Feb 21 NO CLASS ---- READING WEEK

4. Feb 28: Money & Finance: Funding, Budgeting, & Accounting (g,w)
   Basics of budgeting, income/funding, expenses, credit, bank accounts, accounting and book-keeping; the financial dimension of getting started, gaining access to funding, measuring progress. Assessing costs including pay, facilities, etc. Understanding profit and its role.
   Proverbs on honest, wise, diligent finance.
   Read & Review: $100 Start-up Ch 10; Start Your Own Business Chs 12, 37-40
5. **Mar 7: Marketing & Advertising: Promoting and Selling (g,w)**
   Identifying and expanding your network; personal, print, and electronic promotion and advertising; using social media and church network; Carrying out market research to qualify the pricing and features of your offering. Biblical persuasion and communication
   Read & Review: $100 Start-up Ch 7, 9; Start Your Own Business Chs 29-33

6. **Mar 14: Computers & Technology: Minimum, Basic Needs to Get Started (w)**
   Minimum and optimum use of websites, computer business and accounting and design programs; networking and communications; considering the role of technology in creating a wider, perhaps even global, reach for your business.
   Read & Review: Start Your Own Business Chs 25-28, 34-36

   Human resources; recruiting, training, promoting, disciplining work associates and partners; internal communications; fair and realistic compensation, effective incentives; record-keeping, job descriptions and evaluations; difficult personnel issues; Biblical leadership and people management/development
   Read & Review: Start Your Own Business Chs 23-24

**March 28 NO CLASS --- READING WEEK**

8. **Apr 4: Legal Matters: Permits, Business Structure (Easter weekend: move to 3/28?) (w)**
   Dealing with government, laws, regulations, and bureaus; taxes, fees, permits, audits; Dealing with proper financial accounting. Biblical approach to government and regulatory rules
   Read & Review: Start Your Own Business Ch 9

9. **Apr 11: Launch Day One (g,w)**
   Nine of our 18 entrepreneurs will each have *eight minutes* to present their new business and sell us on its value and importance and on becoming customers; *seven minutes* of questions from the audience; written evaluations from all audience members to the entrepreneur and coach.
   Read & Review: $100 Start-up Ch 8; (no reading report due on this)

10. **Apr 18: Launch Day Two (g,w)**
    Nine of our 18 entrepreneurs will each have *eight minutes* to present their new business and sell us on its value and importance and on becoming customers; *seven minutes* of questions from the audience; written evaluations from all audience members to the entrepreneur and coach.

11. **Apr 25: Progress Reports; Trouble-shooting; Assessment & Audit: Internal & External (w)**
    Brief reports on status and progress; prayer and consultation Internal and external auditors, reviewers, and critics; timing and objectives; self-improvement and employee training and development; Continuous quality improvement. Biblical correction and growth in the business environment

12. **May 3: Phase One Wrap-up; Taking It the Next Level (g,w)**
    Planning for the next stage of the business. Seeking God’s will for my business and career. When and how to close a business down; when to hang in there; when to ratchet it up.
    Read & Review: (recommended) $100 Start-up Chs 11-14; Start Your Own Business Chs 13-15 ; (no reading report due on this)

    **Summer meeting in July; awards breakfast or lunch in September (g, w) dates TBA**
Instructional Team

David W. Gill, Ph.D., is Mockler-Phillips Professor of Workplace Theology and Business Ethics and Director of the Mockler Center for Faith and Ethics in the Workplace at Gordon-Conwell. His books include a Christian ethics text Doing Right: Practicing Ethical Principles and a business ethics text It’s About Excellence: Building Ethically Healthy Organizations. He has taught Christian and/or business ethics for more than 30 years and lectured across North America and Europe. He is an experienced business and organizational ethics consultant and trainer.

Larry Ward, M.Ed., is Pastor of Abundant Life Church in Cambridge MA. He is a certified trainer for the National Foundation of Teaching Entrepreneurship (NFTE) and is a trainer for Financial Education Associates, training people in financial literacy and homeownership. In addition, he is a member of the American Society for Training Development and is a veteran entrepreneurship training specialist.

ATTENDANCE POLICY

Academic credit for a course requires regular attendance, not just completion of the assignments. Your personal participation and contribution is essential to the program. Attendance means being present for the entire scheduled class meeting, not just some part of it. In the event of an excused absence, for any reason, you are responsible for any information or class content missed and may be assigned additional make up work because of the absence. If you are absent from a significant portion of the course, or if you are frequently late for class meetings, even due to extenuating circumstances, this may result in a lower or even failing grade for the course. Please inform your professor well in advance of any urgent circumstances that may necessitate your being late or absent.

ACADEMIC INTEGRITY

Students are expected to review, understand, and comply with the academic integrity standards and commitments of Gordon-Conwell Theological Seminary. Our community values serious intellectual engagement and personal faithfulness more highly than grades or degrees. We are committed to being above reproach in our academic work as a reflection of our Christian faith and character. We are committed to honesty in all aspects of our work. Ask for help from your professor or your counselors and support group if you find yourself tempted to engage in any of the following violations of academic integrity --- or are just having great difficulty in your studies: Any of these violations will result in a failing grade in the course and a report to the dean.

- Submitting the your own same work, in whole or in part, in more than one course without explicit permission from your professor/mentors;
- Plagiarism, i.e., large and/or multiple unattributed, uncredited quotations or paraphrases of ideas from published or unpublished sources; Submitting as your own work paper(s) obtained from other sources or writers;
- Unpermitted collaboration with fellow students or others in preparing assignments.