Gordon-Conwell Theological Seminary CUME Spring 2013

Revised: 29 November 2012

ET638 Entrepreneurship in Church and Community

Saturdays 9:00 a.m. - 12:00 noon

Professor: David W. Gill (Workplace Theology & Organizational Ethics Specialist); Course Instructional & Leadership Team: Larry Ward (Entrepreneurship Training Specialist); Mark Harden (Community Economic Development Specialist); Devon McCarley (Research & Administrative Support Specialist)
Contact: dgill@gcts.edu Tel: 510-919-5043 Office hours: Saturdays, 12:00-2:00 pm & by appt.

DESCRIPTION:

The purpose of this course is to explore how pastors and congregations can promote and support new business formation and to define success for such activities. 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 is 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.

This course will be led by Mockler-Phillips Professor of Workplace Theology and Business Ethics and life-long serial non-profit organizational entrepreneur Dr. David W. Gill. Prof. Gill will be assisted by three other team members: Rev. Larry Ward (M.Ed), Senior Pastor of Abundant Life Church of Cambridge MA and MAR Workplace Theology, Ethics, & Leadership student at GCTS, is our veteran Entrepreneurship Training specialist who will be working with Prof Gill at every stage of the course; GCTS CUME Dean Mark Harden (Ph.D.), is our expert in community economic development; and Devon McCarley (MBA) is our research and administrative support team member. Site visits to entrepreneurial successes and periodic training sessions by guest experts on aspects of entrepreneurship will also be part of the course.

The course will consistently, regularly lay the foundations for entrepreneurship, work, business leadership and development 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 eight (8) students upon approval of the Instructors (special application form required). All tuition and materials for the 3 hour course will be paid by the grant.

The eight students will meet with the Instructors for 3 hours of class each week. Each of the eight students will recruit and accept two (2) prospective entrepreneurs from their congregation. The Instructors will assist each of the eight students in the recruiting, review, and acceptance process for their two prospective entrepreneurs. The eight students should expect to invest roughly 3 hours in class, 3 hours of outside study, and 4 hours of coaching their prospective entrepreneurs each week.

The Kern Family Foundation is making available $1000 for each of the 16 prospective entrepreneurs as seed money for their new businesses. These funds will be distributed upon creation and approval of business plans, budgets, and accounting processes. At the end of the Summer of 2013, two awards of $1000 will be given to the two best entrepreneurial projects of the sixteen at that stage.

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.

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REQUIRED READING:

Floyd Flake & Donna Marie Williams, *The Way of the Bootstrapper: Nine Action Steps for Achieving Your Dreams* (Amistad, 2000) 272 pp.; ISBN: 10-0062515969

David W. Gill, *It's About Excellence: Building Ethically Healthy Organizations* (Eugene OR: Wipf & Stock, 2011) 222pp; ISBN-13: 978-1610976091

Chris Guillebeau, *The $100 Start-Up: Reinvent the Way You Make A Living, Do What You Love, and Create a New Future* (Crown Business, 2012) 304pp; ISBN: 978-0-307-95152-6

Jay Conrad Levinson & Shel Horowitz*, Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet* (John Wiley, 2010) 236pp; ISBN 13 - 978-0470409510

Kevin Lynch & Julius Walls, *Mission, Inc.,* (Berrett-Koehler, 2009) 187pp.; ISBN 13- 978-1576754795

Selected Readings ---to be distributed in class.

RECOMMENDED READING

Vikram Akula, *A Fistful of Rice: My Unexpected Quest to End Poverty Through Profitability* (Harvard Business, 2011), 190pp.; ISBN 978-1-4221-3117-6

Steven C. Brandt, *Entrepreneuring: The Ten Commandments for Building a Growth Company* (Mentor, 1982) 195pp.; ISBN 0-451-62703-2

Peter Drucker, *Innovation & Entrepreneurship: Practice & Principles* (Harper & Row/Perennial, 1985), 277pp.; ISBN: 0-06-091360-6

Entrepreneur Media staff, *Start Your Own Business* (Entrepreneur Press, 2010), 780pp; ISBN: 978-1-59918-387-9

Michael Gerber, *E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company* (HarperBusiness, 2007), 464pp.; ISBN 13- 978-0060723231

Craig Hall, *The Responsible Entrepreneur: How to Make Money and Make a Difference* (Franklin Lakes NJ: Career Press, 2001), 285pp.; ISBN 1-56414-581-6

Judith B. Harrington, *The Everything Start Your Own Business Book,* 4th edition (Avon MA: Adams Media, 2012) ISBN: 978-1-4405-3877-3

Michael Hyatt, *Platform* (Thomas Nelson, 2012) 288pp.; ISBN-13: 978-1595555038

Guy Kawasaki, *The Art of the Start* (Penguin/Portfolio, 2004), 226pp; ISBN 1-59184-056-2

Bill Murphy, Jr., *The Intelligent Entrepreneur* (New York: Holt, 2010) 336pp.; ISBN 978-0-8050-9166-3

Navi Radjou, Jaideep Prabhu, & Simone Ahuja, *Jugaad Innovation* (Jossey-Bass, 2012), 275pp.; ISBN: 978-1-118-24974-1

Jeff Van Duzer, *Why Business Matters to God (and What Still Needs to Be Fixed)* (InterVarsity Press, 2010)., 206pp.; ISBN 978-0830838882

Muhammad Yunus, *Banker To The Poor: Micro-Lending and the Battle Against World Poverty* (Public Affairs, 2003), 273pp.; ISBN: 978-1586481988

WEB SITES

Christian Entrepreneur Association www.christianentrepreneurassociation.com

Nehemiah Project www.nehemiahproject.org

New Venture Lab. "Equipping Christian Entrepreneurs" www.newventurelab.com

ASSIGNMENTS:
(submit all papers in electronic form as Word documents attached to e-mail to dgill@gcts.edu)

1. Five Book Reviews of Flake, Gill, Guillebeau, Levinson, & Lynch. 500-750 words. 5% each (25% total); Two page summary of takeaway insights from each book.
2. Four Progress Reports on Stages of Entrepreneurial Project Development TBA 10% each (40% total) (to be shared with prospective entrepreneurs as well as instructors)
3. Class preparation & participation: you're there, you're ready, you have something to say (20%)
4. Summary Paper: lessons learned and course takeaways (15%)

Schedule (Saturdays 9-12 noon) (detailed class time objectives will be listed in January update)
***Note*: Each student will be encouraged to bring his/her two entrepreneurs along to these 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.**

January 26 No formal class meeting
Read & Review: Guillebeau, *The $100 Dollar Start-Up*

1. **Feb 2nd Introduction to Course; Recruiting Prospective Entrepreneurs**
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: Flake, *The Way of the Bootstrapper*

2. **Feb 9th Mission, Products, & Services: What Is the Need My Business Will Meet? What is My Passion, What Are My Skills & Abilities? What Might People Buy.** 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: Lynch, *Mission Inc.*

3. **Feb 16th Business Planning: Always Make A Plan; Getting Good Counsel**
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;; Joseph the "Accidental Executive"
Read & Review: Gill, *It's About Excellence*

4. **Feb 23rd Basic Budgeting & Finance: Spending Wisely, Keeping Good Records**
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.

5. **Mar 2nd Marketing and Advertising: Promoting and Selling**
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: Levinson, *Guerilla Marketing Goes Green*

6. **Mar 9th Computers & Technology: Minimum, Basic Needs; Free or Almost Free Help**
   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.

7. **Mar 16th People Management: Job Descriptions, Evaluations, Compensation, Trouble-shooting**
   Human resources; recruiting, training, promoting, disciplining work associates and partners; communications; fair compensation (and balancing the financial constraints),, effective incentives; record-keeping, job descriptions and evaluations; difficult personnel issues; Biblical leadership and people management/development

8. **Mar 23rd Managing for change and growth**
   Managing and planning for market change, financial change; bringing in investors and partners; borrowing for expansion; Jesus on money and property

   March 30th Easter Saturday: no class meeting

9. **Apr 6th Legal Matters: When It's Time to Get Permits, Incorporate, Get An Attorney**
   Dealing with government, laws, regulations, and bureaus; taxes, fees, permits, audits; ; Dealing with proper financial accounting. Biblical approach to government

10. **Apr 13th Assessment & Audit: Critical Self-Review is Essential**
    Internal and external auditors, reviewers, and critics; timing and objectives; self-improvement and employee training and development; Continuous quality improvement. Biblical correction and growth

11. **Apr 20th Taking It the Next Level**
    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.

12. **April 27th Course Summary & Wrap-up**
    Summer business development plan
    (Best entrepreneurial project awards gathering: September 2013 date 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. He is a student in the GCTS MAR program in Workplace Theology, Ethics, and Leadership led by Prof Gill. Pastor Ward is our entrepreneurship training specialist in the course.

Mark Harden, PhD. is Dean of the GCTS CUME Boston Campus and Associate Professor of Community Development and Outreach. He has more than 20 years of combined leadership experience in community service ministry and graduate theological education, as well as international and cross-cultural experience in Croatia and South Africa. Dr Harden is our community and economic development specialist for this course.

Devon McCarley, MBA, is a student in the MDiv program at Gordon-Conwell. She has ten years of management and leadership experience with Tops Friendly Markets(Williamsville NY) and has been a highly respected student, church, and community leader everywhere she has studied, worked, or worshipped. She is a pastoral staff intern at Morning Star Baptist Church in Boston. Ms. McCarley is the research and administrative support member of our team.

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.