

SYLLABUS

<u>Name of Course:</u>	CPP-113 – Social Entrepreneurship and Leadership								
<u>Length of Course:</u>	1.5 units, 22 hours								
<u>Course Description:</u>	This introductory business course will provide opportunities for students to engage in thought provoking discussion and begin to develop a social entrepreneur mindset. Students will explore business and employment opportunities along with what it takes to be successful in each. The course will establish innovative business model foundations, leadership qualities through assessment, and goal oriented action plans.								
<u>Prerequisites:</u>	None								
<u>Course Offered by:</u>	Chiropractic Philosophy and Principles Department								
<u>Required Text:</u>	<u>The E-Myth Chiropractor</u> by Gerber and Sovinsky								
<u>Recommended Text:</u>	<u>Wired to Care</u> by Dev Patnaik <u>Zero to One</u> by Blake Masters and Peter Thiel <u>Originals</u> by Adam Grant <u>The Achievement Habit</u> by Bernard Roth <u>The Power of Habit</u> by Charles Duhigg <u>Good to Great</u> by Collins <u>The E-Myth Revisited</u> by Gerber								
<u>Materials:</u>	All reading material will be provided.								
<u>Method of Instruction:</u>	Lecture, group discussion, team-building activities.								
<u>Evaluation/Grading Criteria:</u>	Standard grading criteria will apply to all writing (grammar, punctuation, developed thought, etc.). Class participation will include “Launch” submissions, and attendance. There will be no late submissions of any assignments. <table><tr><td>Business Visit Paper</td><td>50 points</td></tr><tr><td>Class Participation/Discussions</td><td>30 points</td></tr><tr><td>Business Model Paper</td><td>10 points</td></tr><tr><td>Strengths Finder Assessment</td><td>10 points</td></tr></table>	Business Visit Paper	50 points	Class Participation/Discussions	30 points	Business Model Paper	10 points	Strengths Finder Assessment	10 points
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Grades and the Grading System Final Grades are available online through the CAMS student portal. If there are any questions on grading procedures, computation of grade point average, or the accuracy of the grade report, please contact the Registrar's Office or the Office of Academic Affairs. Grades will be reported and evaluation will be based on the Academic Policies, Procedures, & Services. Please refer to Evaluation Policy (**Policy ID: OAA.0007**)

In order to maintain **Satisfactory Academic Progress**, a student must maintain a 2.0 or better in each and every course. **Any grade less than a C must be remedied by repeating the class.** Please refer to Satisfactory Academic Progress (**Policy ID: OAA.0006**)

Attendance: Please refer to Attendance Policy (**Policy ID: OAA.0002**)

Conduct and Responsibilities: Please refer to the Personal Conduct, Responsibility and Academic Responsibility Policy (**Policy ID: OAA.0003**)

Make-up Exams: Please refer to Make-up Assessment Policy (**Policy ID: OAA.0001**)

Request for Special Testing: Please refer to Request for Special Testing (**Policy ID: OAA.0004**)

Accommodation for Students with Disabilities:

If you have approved accommodations, please make an appointment to meet with your instructor as soon as possible. If you believe you require an accommodation, but do not have an approved accommodation letter, please see the Academic Counselor Lori Pino in the Office of Academic Affairs. Contact info: Lpino@lifewest.edu or 510-780-4500 ext. 2061. Please refer to Service for Students with Disabilities Policy (**Policy ID: OAA.0005**)

Electronic Course Management:

Canvas is LCCW's Learning Management System (LMS). Canvas will be used throughout the quarter during this course. Lectures, reminders, and messages will be posted. In addition, documents such as the course syllabus and helpful information about the class project will be posted. Students are expected to check Canvas at least once a week in order to keep updated. The website address for Canvas is <https://lifewest.instructure.com/login/canvas> Please refer to the Educational Technologies Policy (**Policy ID: OAA.0009**)

Course Goals: To establish baseline leadership and social entrepreneurial skills and set the stage for innovative thinking, high performance team building, and future success.

Course Objectives:

Note: weekly objectives and plans may be subject to change based on lecturer and material availability

- Week 1 Course goals, outcomes, and expectations will be addressed. All assignments and grading will be discussed. Students will get a better understanding of what a “Business Foundation” means. Career opportunities and the idea of a business models will be introduced.
- Reading: The E-Myth Chiropractor**
- Week 2 Meet with business owners to narrow down the business your report will be on.
- Reading: Zero to One**
- Week 3 Students will begin to discuss The E-Myth Chiropractor, Zero to One, money, and business models. Self- Assessments will begin. Character principles will be discussed. **Strengths Finder Paper Due Week 4**
- Reading: Strengths Finder**
- Week 4 **Strengths Finder paper due at the beginning of class.** Papers will be submitted and discussed. We will begin to discuss how to bridge the gap between where we want to be and where we are in our personal lives and in business.
- Reading: Wired to Care**
- Week 5 Students will begin to discuss values, and how to create value in the community. Values based decision-making will be introduced, opportunity vs. distractions, and habits will be discussed.
- Reading: The Power of Habit**
- Week 6 This week students will continue to discuss value and habit creation.
- Reading: The E-Myth Chiropractor**
- Week 7 Students will discuss the potential impact they can make on a community and what their comfort levels means to their future. Actions plans will begin to be discussed.
- Reading: Zero to One**
- Week 8 **Business interview due at beginning of class.** Students will discuss innovation, becoming an innovator and design thinking. Action steps will begin.
- Week 9 Business Model presentations will begin.
- Week 10 **Business Model Presentations Continued.** The class will discuss what it will take to accomplish these models from a financial and marketing standpoint.

Small Business Visit- Due beginning of class, week 9 (done in teams of two)

You will visit a local business during normal office hours and interview the owner and staff and write a synopsis of your visit/interview. This might include multiple visits to the business to gain the depth of understanding of the business required to answer some of the questions. In order to get the most out of this assignment do not use a past experience, create a new opportunity and experience for yourself.

This paper must be written in Microsoft Word, standard format, single-spaced and 12 point font. Please ask meaningful questions, and detailed reflections. Remember: You will get out of this assignment what you put in.

Please list the question and then write your answer. Provide why this question is relevant to you regarding your understanding or curiosity. Pay special attention to the systems, culture, and interactions with customers. This will give you a tremendous opportunity to think like an entrepreneur and manager.

1. Provide information about the business – name, location, telephone, website, volume of customers, cost to run, hours of operations and “busy” times.
2. What is the look and feel of the business? What are your immediate observations of the business as you approach it?
3. How is the business reaching their consumers? What systems do they have in place to attract customers to their business? What has been successful and what hasn't for them? How much of their budget is allocated to marketing? What projects have they defined that create a strong return on investment?
4. Has the owner mapped their system out? Is it written down? What did you observe?
5. What financial systems does the business use? POS? How efficient was their system (cost of system vs. amount they are making). Could they be more efficient?
6. Was the staff well trained? Describe the systems they used to hire, train and work?
7. Was the owner visible? If so, what kind of relationship did he/she have with the customers?
8. What recommendations do you have for this business to improve?

Please feel free to ask any questions that are relevant to you, your vision, your curiosity, and your learning experience.

Student Learning Outcomes

At the completion of the course, the student should be able to:

1. Understand the importance of innovation, empathy, and communication to their business success and impact on their community. [PLO: 10]
2. Determine their strengths and form a business model and action plan that will result in business success and impact. [PLO: 10]

3. Understand the value of habits, decision-making and creating a high performance team for business success. [PLO: 10]
4. Formulate habits and values for business success. [PLO: 10]
5. Understand the role of the entrepreneur, manager and technician in their future business. [PLO: 10]
6. Create a business model which will include their vision, self-assessment, value creation and action plan. [PLO: 10]
7. Understand the working flow of a Chiropractic office and the role that plays in their balanced life. [PLO: 10]

Program Learning Outcomes (PLO): Students graduating with a Doctor of Chiropractic degree will be proficient in the following:

1. **ASSESSMENT AND DIAGNOSIS:** An assessment and diagnosis requires developed clinical reasoning skills. Clinical reasoning consists of data gathering and interpretation, hypothesis generation and testing, and critical evaluation of diagnostic strategies. It is a dynamic process that occurs before, during, and after the collection of data through history, physical examination, imaging, laboratory tests and case-related clinical services.
2. **MANAGEMENT PLAN:** Management involves the development, implementation and documentation of a patient care plan for positively impacting a patient's health and well-being, including specific therapeutic goals and prognoses. It may include case follow-up, referral, and/or collaborative care.
3. **HEALTH PROMOTION AND DISEASE PREVENTION:** Health promotion and disease prevention requires an understanding and application of epidemiological principles regarding the nature and identification of health issues in diverse populations and recognizes the impact of biological, chemical, behavioral, structural, psychosocial and environmental factors on general health.
4. **COMMUNICATION AND RECORD KEEPING:** Effective communication includes oral, written and nonverbal skills with appropriate sensitivity, clarity and control for a wide range of healthcare related activities, to include patient care, professional communication, health education, and record keeping and reporting.
5. **PROFESSIONAL ETHICS AND JURISPRUDENCE:** Professionals comply with the law and exhibit ethical behavior.
6. **INFORMATION AND TECHNOLOGY LITERACY:** Information literacy is a set of abilities, including the use of technology, to locate, evaluate and integrate research and other types of evidence to manage patient care.
7. **CHIROPRACTIC ADJUSTMENT/MANIPULATION:** Doctors of chiropractic employ the adjustment/manipulation to address joint and neurophysiologic dysfunction. The adjustment/manipulation is a precise procedure requiring the discrimination and identification of dysfunction, interpretation and application of clinical knowledge; and, the use of cognitive and psychomotor skills.
8. **INTERPROFESSIONAL EDUCATION:** Students have the knowledge, skills and values necessary to function as part of an inter-professional team to provide patient-centered collaborative care. Inter-professional teamwork may be demonstrated in didactic, clinical or simulated learning environments.
9. **BUSINESS:** Assessing personal skills and attributes, developing leadership skills, leveraging talents and strengths that provide an achievable expectation for graduate success. Adopting a systems-based approach to business operations. Networking with practitioners in associated fields with chiropractic, alternative medicine and allopathic medicine. Experiencing and acquiring the hard business skills required to open and operate an on-going business concern. Participating in practical, real time events that promote business building and quantifiable marketing research outcomes
10. **PHILOSOPHY:** Demonstrates an ability to incorporate a philosophically based Chiropractic paradigm in approach to patient care. Demonstrates an understanding of both traditional and contemporary Chiropractic philosophic concepts and principles. Demonstrates an understanding of the concepts of philosophy, science, and art in chiropractic principles and their importance to chiropractic practice.