BUSI 3820A Practicum in Business Design
Winter 2015

Professor: Diane A. Isabelle, P.Eng., MBA., Ph.D.
Office: 303B St. Patrick
Class Time/Place: Tuesdays 11:35 - 2:25, CB3400
Office Hours: To be announced in class.
Email (preferred): diane.isabelle@carleton.ca
http://about.me/diane.isabelle

1. COURSE DESCRIPTION
The calendar description of this course is Practicum in Business Design. Students will apply entrepreneurial concepts and engage in designing an entrepreneurial project. Students will prepare in groups a business plan, including in-depth analysis and recommendations.

This course targets students who aspire to:
- Own a startup that generates $1 million annual revenue within three years after completing Sprott’s B.Com. Entrepreneurship Concentration or Sprott’s Minor in Entrepreneurship
- Work for a startup or an organization that fosters entrepreneurship

2. COURSE PREREQUISITES
BUSI 2101 and BUSI 3810 with a grade of C- or higher in each, and third-year standing.

3. COURSE OBJECTIVES
The objectives of the course are to:
1. Design a strong value proposition
2. Select an entrepreneurship theoretical perspective and develop a business plan to implement your entrepreneurial project
3. Develop knowledge and skills in cash management
4. Develop networking skills to access expertise and resources
5. Develop critical thinking skills in evaluating a business project

4. METHOD OF INSTRUCTION
This course will encapsulate a blended and peer-to-peer learning approach. Classes will focus on a combination of brief lectures, case study analysis from real world companies and from various industries, videos, problem analysis, simulation, practical application of key concepts, guest
speakers, and a term-long assignment involving the development of a value proposition and business plan. The format of the course consists generally of a three-hour class meeting per week. There will be required readings and/or tasks for each weekly class session. Since the course is highly experiential in nature, you will be expected to actively engage with potential customers between classes, present and discuss your own findings and provide feedback to fellow students in class, as well as engage with guest speakers.

**PLEASE NOTE:** This course uses cuLearn, Carleton’s learning management system. To access your courses on cuLearn go to [http://carleton.ca/culearn](http://carleton.ca/culearn). Any questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or email at ccs_service_desk@carleton.ca. As online resources will be used extensively in this course, you will need to bring an up-to-date laptop to class. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

A discussion group will be available for students, and a variety of resources as well as announcements will be regularly posted on the site. Students will be responsible for reading and responding appropriately to all information distributed through the CuLearn Course Page. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on CuLearn as soon as possible.

Note that the School requires that correspondence with professors be carried out through your Carleton email account only.

### 5. COURSE MATERIAL

**Required Text:**


We will also be extensively referencing the MaRS Entrepreneurs toolkit located at [http://www.marsdd.com](http://www.marsdd.com)

Additional reading material and weblinks will be posted on CuLearn.

**Supplemental References and books from previous entrepreneurship classes:**

The books that the Entrepreneurship Area recommends students who are serious about launching and growing ventures include:


6. EVALUATION
Your grade will depend on both individual work and group work outside of the class, and classroom contributions, as outlined below:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Max marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Proposition Canvas</td>
<td>15</td>
</tr>
<tr>
<td>Financial &amp; Cash Flow Analysis</td>
<td>15</td>
</tr>
<tr>
<td><strong>Sub-total assignments</strong></td>
<td><strong>30</strong></td>
</tr>
<tr>
<td><strong>Business Plan</strong></td>
<td></td>
</tr>
<tr>
<td>Presentation - Draft Business Plan</td>
<td>15</td>
</tr>
<tr>
<td>Report - Draft Business Plan</td>
<td>20</td>
</tr>
<tr>
<td>Presentation - Final Business Plan</td>
<td>15</td>
</tr>
<tr>
<td>Report - Final Business Plan</td>
<td>20</td>
</tr>
<tr>
<td><strong>Sub-total business plan</strong></td>
<td><strong>70</strong></td>
</tr>
<tr>
<td><strong>Total marks</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
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*Satisfactory In-term Performance*
Given the experiential nature of the course, missing 3 classes or more without a valid reason (e.g. medical note) will lead to failure in this course regardless of the performance on assignments, presentations and reports.

You can decide to work by yourself or as part of a group of up to three people. If you work in a group, the group work is an important component of this course. Group conflicts are to be dealt with by the group in a way that is fair, respectful and fast. The professor does not settle group disputes. A group is NOT two or more students getting together to reduce workload on an assignment or business model. Students in a group have to be actively working together towards a common business goal. All groups have to be initiated by week 2 of the course.

Although I do not anticipate such situations, a word of caution about free loaders. The best way to deal with free loaders is to not include their names on the first page of the group assignments. If a student’s name does not appear in an assignment submitted by his or her group, the student
must submit his or her own assignment. Failure to do so will result in the student receiving zero for the assignment.

Further instructions regarding evaluation elements will be posted on the course site.

All written assignments will be submitted on CuLearn. Late assignments are not accepted.

Assignments

Value Proposition Canvas
Building from your business model (from 3810 or new model), the purpose is to produce a document that outlines your Value Proposition:
- Detailed Customer Profile
- Value Map to describe how you intend to create value for that customer
- Fit between the Customer Profile and Value map
- Fit with your overall business model

Financial and cash flow management
Case study on a business opportunity:
- Financial analysis
- Cash flow management
- Risk management
- Overall recommendation

Business Plan

Business plan reports
Each individual/group is to develop a business plan for the business opportunity. Two reports, draft and final business plans. We will be using MaRS Business Plan and Executive Summary workbook and template at: http://www.marsdd.com/mars-library/financing-workbook-2-the-business-plan-and-executive-summary/

Business plan presentations
Each group is to present its business plan twice: draft and final versions. The objective of these presentations is to convince a group of external professionals of the value of your business plan.
7. CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Date and Topics</th>
<th>Assignments Due Date</th>
</tr>
</thead>
</table>
| 1    | Jan 6 | Introduction and course overview  
Presentation of business model                               |                       |
| 2    | Jan 13| Value proposition                                      |                       |
| 3    | Jan 20| Value Proposition                                       |                       |
| 4    | Jan 27| Entrepreneurship theoretical perspective                  | Value Proposition      |
|      |       | Business Plan Design - Overview                         | Canvas                |
|      |       | Business planning tools                                  |                       |
| 5    | Feb 3 | Business Plan: Industry and market assessment            |                       |
| 6    | Feb 10| Business Plan: Product/Service design & development,  
operations plan                                       |                       |
|      | Feb 17| Fall break – No classes 😊                               |                       |
| 7    | Feb 24| Business Plan: Draft presentations                      | Draft business plan    |
|      |       | presentation & report                                   | presentation & report  |
| 8    | March 3| Business Plan: Management team and Human Resources       |                       |
| 9    | March 10| Business Plan: Marketing & Commercialization Plan,  
networking & partnering                                 |                       |
| 10   | March 17| Business Plan: Financial plan                           | Financial & Cash flow  |
|      |       | management                                              | management             |
| 11   | March 24| Business Plan: Critical Risks                           |                       |
| 12   | March 31| Business Plan Final Presentations  
Course wrap up                                              | Final business plan    |
|      |       | presentation & report                                   | presentation & report  |

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances and availability of guest speakers may necessitate modifications throughout the semester (including assignments, readings and topics). Changes will be posted on CuLearn.
Required calculator in BUSI course examinations
If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work
The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100  
B+ = 77-79  
C+ = 67-69  
D+ = 57-59  
A = 85-89  
B = 73-76  
C = 63-66  
D = 53-56  
A- = 80-84  
B- = 70-72  
C- = 60-62  
D- = 50-52

F = Below 50  
WDN = Withdrawn from the course  
ABS = Student absent from final exam  
DEF = Deferred (See above)  
FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Plagiarism, Etc.
University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university’s website, here:
http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/

Requests for Academic Accommodations
Academic Accommodations for Students with Disabilities
The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is November 7, 2014 and for the April 2015 exam period is March 6, 2015.
For Religious Obligations:
Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student. Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:
Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity
Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized cooperation or collaborating or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy, which is available, along with resources for compliance at http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/.

Assistance for Students:
Student Academic Success Centre (SASC): www.carleton.ca/sasc
Writing Tutorial Services: http://www1.carleton.ca/sasc/writing-tutorial-service/
Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information:
- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting https://portal.carleton.ca/