



BUSI 2800A: Entrepreneurship

SUMMER 2025

Instructor	Amar Benaissa
Email Address	amar.benaissa@carleton.ca
Class Times	Thursdays, 6:05 pm to 8:55 pm, <i>*The last hour is asynchronous except for weeks 10 and 12.</i>
Modality	In-Person
Office Hours	Thursdays, 8:05pm – 8:55pm (Last hour of class)

Pre-Requisites & Preclusions:

Prerequisites: Second year standing

Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>)
Overview of the basics of entrepreneurship, with emphasis on idea generation and identification, team building, business models, initial strategies and feasibility. A number of organization types will be studied.

Instructor's Description:

This course targets students who aspire to:

- Work for a start-up or an organization that fosters entrepreneurship/intrapreneurship
- Own a start-up that generates \$1 million annual revenue within three years after completing Spratt's B.Com. Entrepreneurship Concentration or Spratt's Minor in Entrepreneurship
- Create a non-profit organization
- Launch and build a business with an innovative business model, working alongside fellow founders, entrepreneurs, faculty, and Carleton Alumni

BUSI 2800 is a core requirement for Spratt School of Business Students and is focused on the initial elements of new venture creation. In addition, it is the introductory course required in both the minor and concentration in Entrepreneurship at the Spratt School of Business. Following an experiential learning approach, students will learn how to build high performance teams, assess the feasibility of innovative opportunities they have originated, develop competitive business models, build a minimum viable product, and test their value propositions with potential customers.

Course Learning Objectives:

This course enables students to gain experience doing entrepreneurship/intrapreneurship and developing hard-to-find skills. Not just make students aware of entrepreneurship and intrapreneurship. Specific objectives include acquiring the tools and expertise to:

1. Build high performance entrepreneurial/intrapreneurial teams,

2. Create/discover innovative opportunities,
3. Critically assess their feasibility,
4. Develop and test business models using minimum viable products,
5. Perform customer validation, pivoting as required,
6. Support and assess course learning objectives for business knowledge, collaboration, critical thinking, and communication, all essential for building an entrepreneurial enterprise.

Required/Optional Materials & Prices

Required Readings

These readings are available on O'Reilly Online Learning Platform through Carleton Library.

Business Model Generation: A Handbook for Visionaries, Game Changers, & Challengers

- Osterwalder, A. and Y. Pigneur, Y.; John Wiley & Sons Inc., 2010
- ISBN – 13: 978-0470-87641-1

The New Business Road Test: What Entrepreneurs and Investors should do before Launching a Lean Start-Up

- Mullins, J.; 5th Edition; London: FT Press; 2017
- ISBN – 13: 978-1292-20839-8

Additional links to content helpful in understanding each week's course material will be shared on Brightspace.

Students are not required to purchase textbooks or other learning materials for this course.

Access to the BUSI2800 course guide for secondary research can be found at <https://library.carleton.ca/guides/course/busi-2800>

Grading Scheme

Individual Assignments (3 + 1 opt in)	60%
Group Project	35%
Contribution to Class Discussion	5%
TOTAL	100%

Important Dates to Note

Assignment 1	May 22 nd , 2025
Assignment 2	June 5 th , 2025
Final NVP Idea	June 12 th , 2025
Assignment 3	July 10 th , 2025

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



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