

MBA 5995: Entrepreneurship

Course Syllabus

SAMPLE



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1. General Course Information

Course Title: Entrepreneurship

Credit Weight: 0.5 credits

Prerequisites: N/A

Instructor:

Course Description

In today's fast-paced and uncertain business environments, launching a new business or innovating within an existing company can seem daunting. New opportunities abound for entrepreneurs who can harness uncertainty to create growth and new forms of value for themselves or their organizations. This course explores the critical components of the entrepreneurial process and focuses specifically on hands-on and practical sessions. By focusing on proven entrepreneurial practices, you will gain knowledge and methods that you can apply to all your entrepreneurial initiatives, from launching a new business to developing innovative products and services in your current organization.

2. Course Rationale

This course aims to expose students to the processes of creating and launching a small business such as reflecting on a business idea, assessing market potential of a business opportunity, developing a business model, and developing and “pitching” a business plan. The practical aspect of this course provides students with the skills and knowledge of the processes needed to launch new businesses (“entrepreneurship”) or innovating in organizations (“intrapreneurship”). To help orient you, here are underlying values and assumptions that are related to entrepreneurship:

- Entrepreneurship is **practitioner-oriented** - there will be a high priority on developing practical knowledge to make entrepreneurial choices, and to turn those choices into a successful venture or corporate innovation.
- Entrepreneurship is **action-oriented** – this course will require you to adopt the perspective of an entrepreneur in developing a sustainable business model and plan to execute that model.
- Entrepreneurship is **sales-oriented** – this course will require you to develop the skills to present business ideas convincingly to gain the support of your audience. Great ideas without proper funding will be at a disadvantage. Practicing the art of “pitching” your ideas will be an invaluable skill to develop whether for a future business or to “sell” your project during a corporate meeting.
- Entrepreneurship is **integrative** - you will start to connect all the conceptual and analytic tools you have learned from your MBA from marketing, finance, strategy, human resource management, operations management, etc. Take advantage of all the perspectives you have learned so far from other courses and integrate them to improve your decision-making process for your

entrepreneurial venture and “intrapreneurship” journey.

3. Course Learning Objectives

The objectives of this course are primarily to provide the skills necessary for those who want to start a business; however, this course also applies to employees of larger organizations, as the concepts, ideas and methods are applicable to "intrapreneurial" activities and projects launched within an existing organization, whether for profit or not.

You will explore, learn and apply principles of entrepreneurial thought and action. Upon completion of this course, you will be able to:

- CO1. Identify opportunities in the market and generate ideas for new ventures that address those opportunities.
- CO2. Formulate a value proposition that resonates with potential buyers.
- CO3. Formulate a sound business model that will generate sufficient revenue to be sustainable in the long-term.
- CO4. Devise a prototype to validate the feasibility of the business idea and business model.
- CO5. Create financial projections and assess cash flow requirements for the first year of operations.
- CO6. Assess the overall viability of a business opportunity.
- CO7. Produce an effective presentation (aka “pitch”) to sell your business idea to an audience.

4. Course Modality: Asynchronous

This is a fully online course where instructors and students share information, ideas, and learning experiences in a virtual course space. Asynchronous courses do not require participation in scheduled meetings. However, students are required to remain up to date with the deadlines and due dates provided by the instructor. This course requires high-speed Internet access and a computer.

5. Course Schedule

Please regularly check and log into Brightspace to review new content. Required materials for each module are posted in Brightspace. Configure your personal notifications to opt into course announcements so that they will be emailed to your Carleton email address.

Module	Topics	Deliverables
Module 1	Introduction: 2 parts <ul style="list-style-type: none">• Part 1: Overview of the entrepreneurship process and	

	innovation <ul style="list-style-type: none"> Part 2: Diving into self-introspection – Is entrepreneurship for you? 	
Module 2	Opportunity identification <ul style="list-style-type: none"> How to generate and evaluate a good business idea. Understanding value proposition. 	Group business idea – due end of week 2
Module 3	Business models for a new venture: Business models & Business Model Canvas (BMC)	Group Business Model – Business Model Canvas and explanations of your business idea – due end of week 3
Module 4	Validating your idea using customer discovery	Individual Assignment – due end of week 4
Module 5	Financials 10 <ul style="list-style-type: none"> How to finance a startup The importance of cash flow 	Group Financial Cash Flow – Financial cash flow for your first year – due end of week 5
Module 6	Structure and planning: <ul style="list-style-type: none"> Organizational structure, legal and intellectual property considerations Challenges to ramp-up Tying it all together – the business plan	
Module 7	Build and pitch – a week to finalize the business plan and get the final pitch ready.	Group Business Plan – Building from your business model and financial cash flow – due end of week 7 Group Final Presentation (aka “Pitch”) – Recorded presentation of “selling” the business idea and plan – due end of week 7.

6. Learning Materials

Textbook

N/A - there is no required textbook for the course.

Supplementary (optional) reading - while there is no required textbook, you might be interested in the following books for your future new venture endeavours:

- Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency.
- Blank, S. (2020). The four steps to the epiphany: successful strategies for products that win. John Wiley & Sons.

Required readings

All required readings, videos and other resources are provided on Brightspace.

Note: Peer-reviewed journal articles are available via ARES.

7. Grading Scheme

Activity	Percent of Total Grade
Individual Assignment	25%
Group - Business idea	5%
Group - Business Model	15%
Group - Financial Cash Flow	15%
Group - Business Plan	25%
Group - Final Presentation (aka "Pitch")	15%
TOTAL	100%

Final grades in this course are determined by the course instructor and must be approved by the Dean. Grades submitted by the instructor are subject to revision and should not be considered final until they have been approved by the Dean.

Late Assignment Policy

Due dates for all individual and group assignments are stated clearly in Brightspace and in the Course Schedule (syllabus). All assignments must be submitted to Brightspace (no submissions by email) by the deadline, time is ET (Ottawa time). **Late submissions will not be accepted and will receive an automatic grade of 0%.** No additional or make-up work will be offered to improve your grade in this course. No extensions granted.

Resubmissions are not accepted - it is the responsibility of each student (or group) to ensure that the correct file is successfully submitted and properly received. What is uploaded to Brightspace is what gets marked. Technology-related issues are not accepted for late, incomplete, inaccessible, incorrectly submitted, or non-received work.

8. Group Work

While self-managed groupwork can be highly rewarding, it requires strong collaboration skills expected at the master's level. There are no peer evaluations in this course, as they do not reflect workplace realities. Instead, grades are awarded only to students whose names appear on the submitted assignment. If a group member does not contribute in a meaningful way, the group may omit that individual's name; the student will then receive a grade of zero. In such cases, clearly indicate the excluded student and provide a brief explanation. Individual submissions on group work are not accepted. Concerns involving harassment, discrimination, or threats are handled through university channels.

9. Communication

Brightspace and email are the primary means of communicating with the instructor. See the [Student Support Site](#) for more information. Please do not call the instructor's office phone. To respond to your emails, instructors and administrators need to see your full name and Carleton University ID. For this reason, it is important to send all messages from your Carleton email account. If you do not have or have yet to activate this account, you can do so by visiting the [New Students page](#).

Contribution to Program Learning Goals

MBA Learning Goal	Covered	Introduced	Taught but <u>not</u> Assessed	Taught <u>and</u> Assessed
MB1 Leadership and Collaboration <i>Graduates will be equipped for leadership and collaboration.</i>	No	No	No	Yes
MB2 Communication <i>Graduates will be effective communicators</i>	No	No	No	Yes
MB3 Critical Thinking and Problem-Solving <i>Graduates will be skilled in critical thinking and problem solving.</i>	No	No	Yes	No
MB4 Functional Knowledge <i>Graduates will have knowledge that is relevant to business and be able to apply that knowledge to address business issues, opportunities, and risks.</i>	No	No	No	Yes
MB5 Global Awareness <i>Graduates will have an appreciation of the global environment of business.</i>	No	Yes	No	No
MB6 Ethics and Responsible Management <i>Graduates will apply ethical considerations and principles of responsible management in business decision-making.</i>	No	Yes	No	No

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and related matters can be found at [General Graduate Regulations](#).

Requests for Academic Accommodation

Carleton University is committed to academic accessibility for all individuals. Academic accommodation refers to educational practices, systems, and support mechanisms that accommodate diversity and difference and allow students to perform the essential requirements of their academic programs. The processes for submitting these requests are as follows:

Pregnancy

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, please visit the [Equity Services website: Student Guide to Academic Accommodation](#).

Religious Obligations

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, please visit the [Equity Services website: Student Guide to Academic Accommodation](#).

Students with Disabilities

If you have a documented disability that requires academic accommodation in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the due date of the first assignment or exam for which you require accommodation. After requesting accommodation from PMC, be sure to communicate with your instructor to ensure that the necessary accommodation arrangements are in place.

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [Carleton's Sexual Violence Policy](#). For more information on academic accommodation, please consult Carleton's [Course Outline Information on Academic Accommodation](#).

Academic Integrity

Carleton University's Academic Integrity Policy defines plagiarism as "*presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one's own.*" This includes reproducing or paraphrasing portions of someone else's published or unpublished material, regardless of the source, and presenting these as one's own without proper citation or reference to the original source.

Plagiarism is a serious offence that cannot be resolved directly by the course instructor. The Associate Dean of the Faculty conducts a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not

trivial. They can include a final grade of “F” for the course.

Examples of plagiarism include, but are not limited to:

- Any submission prepared in whole or in part by someone else;
 - Using ideas or direct, verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgment;
 - Using someone else’s data or research findings without acknowledgement;
- Failing to acknowledge sources through the use of proper citations when using another’s work and/or failing to use quotations marks.

Violations of academic integrity also include:

- Using unauthorized material when completing an assignment or exam,
- Fabricating or misrepresenting research data;
- Unauthorized co-operation or collaboration, and;
- Completing work for another student.

Academic integrity violations constitute a serious academic offence, weaken the quality of the degree, and will not be tolerated. Penalties may include: a failing grade for the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton, and; expulsion from Carleton.

Students should familiarize themselves with and follow the Carleton University Student Academic Integrity Policy, which is available, along with resources for compliance, at: [Student Academic Integrity Policy](#).

Course Copyright

Materials used in this course—including lectures, PowerPoint presentations, discussions, learning activities, posted notes, case studies, assignments, and exams— are copyright protected and remain the intellectual property of their respective author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Students registered in this course may take notes and make copies of course materials for their own educational use only. Students may not reproduce or distribute lecture notes and course materials publicly for commercial or non-commercial purposes without express written consent from the copyright holder(s).

Equity and Inclusion

All members of the Carleton University community share responsibility for ensuring that the University’s educational, work and living environments are free from discrimination and harassment. Should you have concerns about harassment or discrimination relating to your age, ancestry, citizenship, colour, creed (religion), disability, ethnic origin, family status, gender expression, gender identity, marital status, place of origin, race, sex (including pregnancy), or sexual orientation, please visit the website of Carleton’s [Department of Equity and Inclusive Communities](#).