



Entrepreneurship BUSI 2800 C – Web Fall 2026

Instructor: Ms. Emily Jones Joannis, PhD Candidate, MBA, BCS

Class Time/Place: Asynchronous online delivery with weekly in-person tutorial, Fridays 11:30–12:30 pm

Office Hours: Please email with the reason for your request and we will confirm timing. Always happy to meet.

Email (preferred): 2800@sprott.carleton.ca

Office Hours: Async hours on Fridays, 16:35 pm to 17:25 pm; Always happy to speak meet with folks - please email me via the address below along with the reason for your request and we will confirm the timing.

Modality: Asynchronous online with weekly in-person tutorial (Fridays 11:30–12:30 pm). Lecture content, readings, and videos are delivered online before each tutorial. Tutorials are used for team work, Q&A, ideation, and NVP activities.

Entrepreneurship

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.

Pre-requisite(s): Second year standing.

COURSE 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 Sprott's B.Com. Entrepreneurship Concentration or Sprott's Minor in Entrepreneurship
- Create a non-profit organisation
- 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 Sprott 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 Sprott 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.

The deadline for academic withdrawal follows the dates prescribed by Carleton University: <https://calendar.carleton.ca/academicyear/>

COURSE PREREQUISITES

A second year standing. The School of Business enforces all prerequisites. It is your responsibility to ensure that you meet the pre-requisite requirements for this course. Lack of pre-requisite knowledge may lead to failure in the course. Only the Undergraduate Program Advisor of the School can waive pre-requisite requirements.

COURSE 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:

- Build high performance entrepreneurial/intrapreneurial teams,
- Create/discover innovative opportunities,
- Critically assess their feasibility,
- Develop and test business models using minimum viable products,
- Perform customer validation, pivoting as required,
- Support and assess course learning objectives for business knowledge, collaboration, critical thinking, and communication, all essential for building an entrepreneurial enterprise.

METHOD OF INSTRUCTION

Students will learn key entrepreneurial concepts through one or more experiential learning techniques, including webinar format lectures, digital collaboration platforms, simulations, videos, and interactions with successful entrepreneurs. Lecture content is delivered asynchronously online before each tutorial. The primary role of the course instructor is to lead discussion and experiential learning in practical applications of course concepts during the weekly in-person tutorial.

The content of any lecture presumes and expects that you have carefully studied the assigned slides, reading, and videos before arriving at the tutorial. It requires active learning, which means that the student must take responsibility for the learning that takes place. You must do the readings and homework assigned in order to be prepared for each tutorial. You are encouraged to ask questions and to stimulate discussion on topics that are of interest to the class.

PLEASE NOTE: This course uses Brightspace, Carleton's learning management system. To access your courses on Brightspace, go to <http://carleton.ca/Brightspace>. 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 the tutorial.

COURSE MATERIAL

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

- **Osterwalder, A. and Y. Pigneur, Y. (2010).** Business Model Generation. John Wiley & Sons Inc. (ISBN: 978-0470-87641-1)
- **Mullins, J. (2017).** The New Business Road Test: What entrepreneurs and investors should do before launching a lean start-up. 5th Edition. London: FT Press

Supplemental reading: A few other books on Entrepreneurship recommended for students who are serious about launching and growing ventures are listed below. Links to available reading material will be posted on Brightspace. While students will not be tested on them, these papers will provide added depth and may be helpful in preparing project work.

- Ries, E. (2011) The Lean Startup. Crown Business. (ISBN: 978-0307887894)
- Aulet, B. (2013). Disciplined Entrepreneurship. Wiley.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value Proposition Design. Wiley.
- Thiel, P. (2014) Zero to One. Crown Business. (ISBN: 978-0804139298)
- Blank, S. and B. Dorf (2012), The Startup Owner's Manual. K & S Ranch.
- Kawasaki, G. (2004). The Art of the Start. London: Penguin Group.

Carleton Library

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

EVALUATION

Reflecting the real world of entrepreneurship, your grade performance will depend upon both individual and group contributions as outlined below:

ASSIGNMENTS		WEIGHT
INDIVIDUAL		60%
	Networking Assignment A (secondary research using the New Business Road Test; 600-word summary)	30%
	Networking Assignment B (3 stakeholder interviews + Value Proposition Canvas)	30%
GROUP (NEW VENTURE PROJECT, A TEAM OF 5-6 STUDENTS)		20%
	Final NVP Idea – Instructor sign-off (30-3-1 report: Value Proposition Canvas for the three shortlisted ideas and New Business Road Test for the final idea)	5%
	Final report (3-page overview for investors/donors + research appendix)	10%
	Final presentation (video recording, max 5 minutes)	5%
	Code of Conduct & Contribution (bonus, at Instructor discretion)	0% to 5% bonus
TUTORIAL ASSIGNMENTS		20%
	Group video submitted by 2:00 pm for each Friday tutorial. Best 5 scores from 6 weekly submissions will be counted toward the final grade.	
TOTAL	100%	

Note: Assignment due dates are shown in the class schedule

Individual Assignments:

Networking Assignments: The individual assignments are broken into two networking assignments that include writing summaries related to networking strategies for furthering their entrepreneurial venture. Each summary report should make good use of class content and show critical thinking. Each networking assignment carries a weight of 30%. Each student is to produce a total of two summaries (A and B). To avoid confusion with the in-person section, assignments in this web section are named A and B.

Networking Assignment A follows the format of the New Business Road Test framework, requiring secondary research across the seven NBRT domains using PESTEL and Porter's Five Forces. A 600-word summary is required along with a research appendix.

Networking Assignment B requires students to conduct 3 stakeholder interviews and develop a Value Proposition Canvas (VPC), integrating primary research insights with the secondary research from Assignment A.

The scores out of the two submitted networking assignments will be considered to calculate grade points. The overall networking assignments will count for 60%.

Note on team size: Where a team has 6 members rather than 5, higher expectations apply to the quality and depth of work submitted, reflecting the additional capacity of a team of 6. Marking will be adjusted accordingly.

Assignments submitted past the due date will receive a penalty of 10% per day. Assignments that are not submitted within 5 days past the due date will receive a grade of 0. Exceptions to this include verifiable illness and emergencies, only when communicated directly to the Instructor within three (3) business days following the due date.

To pass this course, individual capability must be demonstrated. Students must achieve a minimum grade of 50% of the total of individual assignments, in addition to other requirements.

Class participation: In addition to your Academic Integrity Statement and APA Citation Activities, participation in this web section is mainly assessed through a weekly group video submission, due each Friday by 1:00 pm on Brightspace. Each week, your NVP group records a short video in which each participating member states their full name and student number on camera and briefly describes what they worked on that week. **Only group members who appear on camera and state their full name in the video will receive their participation mark for that week.** In the Brightspace submission notes, the full names and student numbers of all participating members must also be listed as a cross-check. The best 5 scores from 6 weekly submissions (including non-video initial activities) will be counted toward the final grade.

Group Assignment:

New Venture Project. The primary objective of group projects (teams of 5, or 6 in exceptional circumstances) is to provide experiential learning in the skills and tools necessary for developing real business opportunities with high performance teams. Key learnings include: leading/building entrepreneurial teams, opportunity formation and structuring, feasibility assessment, business models, crafting a minimal viable product, validation with potential customers and presenting promising opportunities to others. Students will self-select teams per best practices of diversity used in successful entrepreneurial endeavours. Each team will upload to Brightspace three assignments covering: Final NVP idea Instructor sign off (5%), Final presentation (10%) and Final report (15%). **The final chosen idea requires Instructor Sign off.** The final presentation of NVP will be a video recording of maximum 5 minutes. All team members must appear on camera at least once and be clearly audible. Slides must be visible on screen throughout. A script or speaking notes must be submitted alongside the video.

As part of working in teams, each member of the team will submit a peer review to provide feedback on the activities performed by other team members. This may be used to refine individual students' final grades.

No late assignments will be accepted.

CONDUCT

This course builds upon BUSI 1800 and similar first year courses. As an online async course, it requires more time management and self-guided learning.

Professional conduct is built upon the idea of mutual respect. Such conduct entails (but is not necessarily limited to):

Attending the tutorial. Each tutorial benefits from the attendance and participation of all students. Your understanding of the class content and ability to contribute will be affected by absences. Regular attendance is important and required. If circumstances prevent attendance, please remember that you are responsible for all materials discussed and announcements made.

Assignments. All assignments must include student name, number and AI log & Fact Checking Table. AI use is welcome in this course when used intelligently: you may use AI to draft, brainstorm, or partially generate content, provided you then critically edit and shape it into your own work. **Submissions that contain unedited AI output or appear to contain unedited AI output will not receive a grade.** All reports and presentations must include your detailed AI log including the prompts and responses and fact checking table. The Instructor reserves the right to request original drafts, all research, a fact checking sheet and to meet with the student to assess understanding and ownership of submissions. A grade of zero will be assigned until the Instructor's questions have been resolved.

Team based projects. Teams for the New Venture project are created during weeks 1 and 2. Students arriving after should notify the course instructor and find a team. Teams are student selected and will follow their own norms of conduct.

Attending team meetings. Missing more than 2 team meetings without a certified reason may result in team members being requested to leave a team. Assessment of the team assignment will then be reviewed and agreed upon with the Instructor.

Course feedback: Assignment feedback is available via Brightspace and during office hours. Rewrites of assignments or exams will not be provided.

Email. Due to the class size of this course, it may take 48hrs to reply to emails. All emails addressed to the instructor must begin with the title BUSI 2800 Web and include the student's name, CUID, and group number in the emails.

Grading. Saying you thought the rubric was vague or ambiguous will not be considered a sufficient rationale to review an assignment grade. All assignments are provided on the first day of class with the option to discuss ahead of submission via email or office hours.

Grades and feedback may be delayed due to the availability of TAs, sickness, Spratt responsibilities or family matters. You have options to connect with the Instructor prior to assignments via email and office hours.

Grades. The grades for the class participation activities and peer review will not be released as they are designed to cover the complete course content.

COURSE SCHEDULE

Tutorial Cycles: C01 and C02

Because the tutorial room has a fixed capacity, NVP teams are divided into two cycles for their in-person Friday tutorials. Before the course begins, all students complete a short team-formation questionnaire on Brightspace between September 8 and 10. Groups are assigned based on questionnaire responses, and each group is designated either C01 or C02. You will be notified of your cycle assignment before the first tutorial (September 11, 11:30 am).

C01 teams attend in-person tutorials on odd-numbered weeks: Weeks 1, 3, 5, 7, 9, and 11 (Friday). C02 teams attend in-person tutorials on even-numbered weeks: Weeks 2, 4, 6, 8, 10, and 12. On weeks when your cycle is not scheduled for the in-person tutorial, your team still completes that week's asynchronous content and NVP work online. Each cycle has six in-person tutorial sessions across the semester, which is why participation is graded on the best 5 of 6 weekly video submissions rather than 10 of 12.

All assignment due dates, lecture content, and Brightspace activities apply equally to both cycles regardless of tutorial week.

All lecture content is delivered asynchronously online via Brightspace. The schedule below shows only the weekly tutorial (Fridays 11:30–12:30 pm) and key due dates.

Wk	Date	Tutorial Focus (Fridays 11:30–12:30 pm)	Assignments & Due Dates
1	Sep 11 11:30 am	Tutorial Introduction and course overview Review course outline and assignments Team formation exercise Semi-guided networking activity	(a) Create teams to work on NVP and register on Brightspace - by responding honestly to the surveys through the Feedback Fruits tool on Brightspace, your groups will be created. (b) Submit academic integrity statement on Brightspace by end of tutorial. Networking Assignments A and B and NVP assignments available on Brightspace. C01 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly

			submissions will be counted toward the final grade.
2	Sep 18 11:30 am	Tutorial Entrepreneurial characteristics and team building How to conduct primary research Generating ideas: populating your 30-idea list	(c) Continue NVP team ideation. (d) Begin work on Networking Assignment A. C02 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
3	Sep 25 11:30 am	Tutorial Discovering opportunities: idea generation and Value Proposition Canvas Secondary research and acceptable AI use (AI log, prompts, fact-checking table) NVP code of conduct discussion	(e) Submit NVP code of conduct with all team names on Brightspace. C01 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
4	Oct 2 11:30 am	Tutorial Discovering opportunities: market and innovation approach Using the New Business Road Test Guest speaker: Matthew Gertler (secondary research)	Networking Assignment A due 11:59 pm (f) Work on Networking Assignments A/B. C02 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
5	Oct 9 11:30 am	Tutorial Innovation and opportunity screening Tech push vs. purpose/market pull Final idea selection criteria	(g) NVP team outreach and research. C01 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
6	Oct 16 11:30 am	Tutorial Business models overview: costs and revenue NVP sign-off presentations Team contributions review	NVP Sign-off due: 30-3-1 report (VPC for 3 shortlisted ideas + NBRT for final idea) submitted on Brightspace. C02 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.

7	Oct 23 11:30 am	Tutorial Business models: customer-facing activities Research supporting the Value Proposition Canvas Presenting opportunities	C01 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
Oct 26–30 — Fall Break, no classes			
8	Nov 6 11:30 am	Tutorial Business models: internal capabilities and resource building Business model canvas and its link to the VPC	Networking Assignment B due 11:59 pm C02 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
9	Nov 13 11:30 am	Tutorial Customer validation, incorporation, case-based study MVP concept and lean methodology	C01 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.
10	Nov 20 11:30 am	Tutorial Protecting innovations (IP) NVP Batch 3 presentations (teams 9–12 or as assigned) — video submissions reviewed Presentation tips and NVP Q&A	C02 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade. (h) NVP Final Presentation video due — max 5 minutes, all members on camera, submitted via Brightspace by 11:59pm.
11 (Fri)	Nov 27 11:30 am	Tutorial NVP report and presentation support Final Q&A on assignments	(i) NVP report and working session. C01 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade.

12	Dec 4 11:30 am	Tutorial Course wrap-up All questions on assignments addressed	(j) NVP report and working session. C02 Teams: Participation video due 1:00 pm: each group member states full name and what they worked on, Best 5 scores from 6 weekly submissions will be counted toward the final grade. NVP Final Report due — see Brightspace for exact deadline. (k) Peer review due — see Brightspace.

While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester (including assignments, readings and topics). Based on relevancy to content, guest speakers may be invited to address the class. Changes will be posted on Brightspace.

POLICIES & ACCOMMODATIONS

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

Grading

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

Grades entered by Registrar: WDN = Withdrawn from the course DEF = Deferred

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 co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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: <https://carleton.ca/registrar/academic-integrity/>.

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes are outlined on the Academic Accommodations website (students.carleton.ca/course-outline). For disability accommodations, contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Contact: bcom@sprott.carleton.ca or bib@sprott.carleton.ca.

Important Information:

- Students must always retain a copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- 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 CARLETON address.