



**Carleton University
Sprott School of Business
BUSI 2800 - Section C
Winter Term 2014**

ENTREPRENEURSHIP

Instructor: Tom Duxbury, P.Eng., MBA, CMA

Office Hours: By appointment

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Course meets: SC 103
Mondays 11:35 am – 2:25 pm

Pre-requisites & precluded Courses: Second Year Standing

1.0 COURSE DESCRIPTION

This course provides a foundational introduction to entrepreneurship, the discovery and exploitation of new business opportunities. The course covers essential elements in starting a new business including team building, product/service development, legal, financial, and pitching a plan. Emphasis is placed on idea generation and validation, business models, initial strategies, and feasibility.

2.0 PREREQUISITES

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

3.0 COURSE OBJECTIVES

BUSI 2800 is the primary introductory course required in both the minor and concentration in Entrepreneurship at the Sprott School of Business. The objective of BUSI 2800 *Entrepreneurship*, is to introduce students to the basic elements of new venture creation while

acquiring the expertise, confidence and critical thinking skills to develop careers as entrepreneurs. Students will also learn more generally about entrepreneurship and its role in the economy.

Specific objectives are:

- Gain knowledge on entrepreneurial potential as an individual
- Gain knowledge on discovering opportunities
- Gain knowledge on business models
- Gain knowledge on opportunities / ideas screening
- Gain knowledge on basic entrepreneurial issues
- Develop critical thinking skills to solve real life Entrepreneurship and SME problems
- Develop critical thinking skills on developing a career as entrepreneurs

4.0 READINGS/TEXTBOOK

Required Text. The following textbook is a requirement for BUSI 2800 *Entrepreneurship*:

Mullins, J. (2006). *The New Business Road Test: What entrepreneurs and executives should do before writing a business plan*. 3rd Edition. London: FT Press (ISBN-10: 0273663569)

Supplemental Reading Links. Extra reading material links will be posted on Moodle; while students will not be tested on them, these papers will provide added depth and may be helpful in preparing the final presentation.

Supplemental References. The following books are practical references for those considering starting a new venture and launching innovative new products. They are not a requirement for BUSI 2800, but may provide additional information.

- Adair, H. (2009). *The Art of Creative Thinking: How to Be Innovative and Develop Great Ideas*. Kogan Page (ISBN-10: 0749454830).
- Baron, R.A., Shane, S.A., Reuber, A.R. (2008). *Entrepreneurship – a process perspective*. Thompson Nelson. (ISBN: 978-0-17-610334-7).
- Brown, T. (2009). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. Harper Business. (ISBN-10: 0061766089).
- Bygrave, W., Zacharakis, A. (2011). *Entrepreneurship*. 2nd edition, Wiley (ISBN 978-0470450376).
- Christensen, C. (2011). *The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business*. Harper Business. (ISBN-10: 0062060244)
- Drucker, P. (2006). *Innovation and Entrepreneurship*. Harper Business. (ISBN-10: 0060851139).
- Gerber, M. (1995). *The E-Myth Revisited*. Harper Business. (ISBN-10: 0887307280)
- Hisrich, R.D., Peters, M.P., Shepherd, D.A., Mombourquette, P.S. (2009). *Entrepreneurship*. Second Canadian Edition. McGraw-Hill Ryerson (ISBN 978-0-07-097984-0).
- Kaplan, J.M., Warren, A.C. (2010). *Patterns of Entrepreneurship Management*. 3rd edition, Wiley (ISBN 978-0470169698).
- Kawasaki, G. (2004). *The Art of the Start*. London: Penguin Group. (ISBN-10: 1591840562)
- Kelley, T., Littman, J. (2005). *Ten Faces of Innovation*. Crown Business. (ISBN-10: 0385512074).

- Knowles, R., Castillo, C. (2010), *Small Business: An Entrepreneur's Plan*. 6th Canadian edition. Toronto: Nelson Education. (ISBN-10: 0176501800)
- Kuratko, D.F., Hodgetts, R.M. (2007). *Entrepreneurship – theory, process, practice*. 7th edition, Thompson South-Western (ISBN 0-324-3241-7).
- Lee, J. (2011). *Right-Brain Business Plan: A Creative, Visual Map for Success*. New World Library. (ISBN-10: 1577319443)
- Longenecker, Donlevy, Champion, Petty, Palich, Moore (2012), *Small Business Management, Launching and Growing New Ventures*. Fifth Canadian Edition. Nelson. (ISBN 978-0-17-650390-1)
- Nickels, McHugh *et al.*, (2010), *Understanding Canadian Business*. Seventh Edition. Mcgraw-Hill Ryerson (ISBN-13: 978-0-07-097027-4)
- Entrepreneur.com Business News & Strategy for Entrepreneurs. <http://www.entrepreneur.com>
- *Harvard Business Review*. Harvard Business Publishing. <http://hbr.org/>
- Inc.com. Small Business Ideas and Resources for entrepreneurs. <http://inc.com>

5.0 METHOD OF INSTRUCTION

Students will learn key entrepreneurial concepts through experiential learning, lectures, simulations, videos and interactions with successful entrepreneurs. The format of the course consists generally of one 170-minute class meeting per week. The primary role of the course instructor is to lead discussion and experiential learning in practical applications of course concepts. Class sessions entail a mixture of lecture, case study, videos, problem analysis, guest speakers and class discussion. The content of any lecture presumes and expects that you have carefully studied the assigned reading. Lectures emphasize major topics and readings, yet you are responsible for all assigned materials. 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 class. You are encouraged to ask questions and to stimulate discussion on topics that you are of interest to the class.

6.0 EVALUATION

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

	<u>Entrepreneur Case Study Option</u>	<u>No Case Study Option</u>
Personal Assignments (8)	30%	30%
In-class quizzes	10%	10%
Entrepreneur case study	10%	0%
New Venture Idea Project (group)	20%	20%
Final exam*	<u>30%</u>	<u>40%</u>
	100%	100%

* To pass the course, individual capability must be demonstrated. Students must achieve a minimum grade in the final exam of 45% of the total possible, in addition to other requirements.

Personal Assignments. On most weeks students will be assigned personal research activities which must be posted prior to class. **No credit is given for posting a late assignment.** Further instructions will be posted on the course cuLearn site.

In Class Quizzes. There will be short quizzes conducted during some of the lectures to reinforce learning and encourage participation. The timing of these quizzes may not be announced ahead of time. As a form of participation assessment, students must be present to receive credit for an in-class quiz. A missed quiz supported by medical documentation will result in those marks shifted to the remaining quizzes.

Entrepreneur Case Study. Students will have the opportunity to engage active entrepreneurs and share their learnings for credit. The case study project may be conducted either individually or in pairs. For students NOT enrolled in the Sprott School of Business Entrepreneurship Minor or Concentration programs, this case study project is optional. Students who elect not to complete the case study project will have those marks transferred to their final exam. This option must be declared by the beginning of class on Week 4. Further instructions will be posted on the course cuLearn site.

New Venture Idea Project. The primary objective of group projects in this course is to provide experiential learning in the skills necessary for high productivity teamwork. Students will be placed into teams with the assistance of the course instructor. Group formation will reflect the same best practices of diversity used in successful entrepreneurial endeavours. **No late assignments will be accepted.** At the completion of the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback. Further instructions will be posted on the course cuLearn site.

Final Exam. There will be a final exam covering the complete contents of the course material. Details will be announced before the end of the term. For students who elect not to complete an Entrepreneur Case Study project as described above, the final exam will comprise 40% of their final grade; otherwise it will count for 30%.

7.0 CONDUCT

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

- *Attending the class.* Each class benefits from the attendance and participation of all students. Your grade for participation will be affected by absences. Regular class attendance is important and required. I expect you to attend class and contribute to a quality discussion. Class and team discussion of the materials (e.g., readings, assignments, and cases) are an important part of the learning process. If circumstances prevent attendance at a class meeting, please remember that you are responsible for all materials discussed, handouts distributed, assignments covered, and announcements made.
- *Arriving on time.* Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.
- *Minimizing disruptions.* You should not leave and re-enter the class. You should avoid engaging in side conversations after class has begun.
- *Focusing on the class.* While you may take notes on laptops, do not use laptop computers or hand-held devices for other tasks while in class. Activities such as net surfing, and answering email are very impolite and disruptive both to neighbors and the class.
- *Being prepared for class.* You should be ready to discuss any assigned readings and to answer any assigned questions for each day's class, including being ready to open a case assigned for that day.
- *Respect.* You should act respectfully toward all class participants. Class participation grading reflects student adherence to these principles; students gain credit for contributing valuable insights and students lose credit if they fail to adhere to any of the above guidelines.

- *Cellular phones.* The use of cellular phones IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on you may wish to keep the silent mode on, please discuss this with the instructor prior to the class starting.

8.0 OFFICE HOURS

The course instructor is available for consultation by email daily, and office hours are generally by appointment, either before or after class. Teaching assistants may be available for consultation depending on budget allocation. Days, times and location will be announced in class by the instructor and posted to the course website, if any.

9.0 SCHEDULE

BUSI 2800 WINTER 2014

Week	Date	Topics	Assignments (due before class start)	Text Chapters (read before class)
1	Jan 6	Course Introduction Entrepreneurship - Basic Concepts		
2	Jan 13	Entrepreneurial Characteristics Building an Entrepreneurial Team	Assignment #1 - Self assessment	
3	Jan 20	Discovering Opportunities: Idea Generation	Assignment #2 - Am I an Entrepreneur?	1
4	Jan 27	Discovering Opportunities: Idea Generation Discovering Opportunities: Market Approach	Assignment #3 - Ideas and Thinking <i>Declaration of Case Study Option</i>	2, 6
5	Feb 3	Discovering Opportunities: Market Approach	Assignment #4 - Market Ideas	3, 4
6	Feb 10	Discovering Opportunities: Innovation Approach	Group Project: 50 Ideas Due	5, 7
	Feb 17	No class - enjoy your break!		
7	Feb 24	Opportunity Screening Market Screening	Assignment #5 - Innovation Ideas	8, 9
8	Mar 3	Opportunities: Business Models	Group Project: 5 Ideas Due	10, 14
9	Mar 10	Feasibility Screening I	Assignment #6 - Business Models	12, 13
10	Mar 17	Case Study	Assignment #7- Case Study	11
11	Mar 24	Feasibility Screening II Finance for Entrepreneurs	Assignment #8 - Designing Experiences	15
12	Mar 31	Topics in Entrepreneurship Legal Forms of a Business	Group Project: Final Report due	
13	April 7	Presenting Opportunities Opportunity Fair	Assignment #9 - Course feedback <i>Entrepreneur Case Study Due (if option selected)</i>	

IMPORTANT ADDITIONAL INFORMATION

10.0

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 Spratt 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.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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, 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 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

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 co-operation or collaboration 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/>
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11.0 CHANGES TO THE SYLLABUS

A syllabus is a tool to help you plan your time. Every effort is made to make the syllabus as complete as possible, but there may be occasions when changes are required. The instructor will announce any deviations from the syllabus in class and the change will be posted on the course web page.

12.0 SATISFACTORY IN-TERM PERFORMANCE

The requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, quizzes, projects etc.). Unsatisfactory In-term Performance in this course will lead to Failure-No Deferral (FND) in this course, regardless of Final exam performance.

13.0 RELEVANT DATES

<u>Date</u>	<u>Activity</u>
January 2, 2014	University re-opens.
January 6, 2014	Winter-term classes begin.
January 17, 2014	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2014	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2014	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 14, 2014	April examination schedule available online.
February 14-22, 2014	Fall-term deferred examinations will be written.
February 17, 2014	Statutory holiday. University closed.
February 17-21, 2014	Winter Break, no classes.
March 1, 2014	Last day for receipt of applications from potential Spring (June) graduates. Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the fall/winter session. Last day for receipt of applications for admission to a program for the summer term.
March 7, 2014	Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.
March 25, 2014	Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar). Last day for receipt of applications for admission to an
April 1, 2014	undergraduate degree program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1. Winter term ends. Last day of fall/winter and winter-term classes.
April 8, 2014	Last day for academic withdrawal from fall/winter and winter-term courses. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.
April 9-10, 2014	No classes or examinations take place.
April 11-26, 2014	Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week. Please note that examinations will not be held on April 18-20.
April 15, 2014	Winter Co-op Work Term Reports are due.
April 18, 2014	Statutory holiday, University closed.
April 26, 2014	All take home examinations are due on this day.
May 1, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the summer session. Last day for receipt of applications for admission to an
June 1, 2014	undergraduate program for the fall/winter session from mature applicants, from those presenting post-secondary education qualifications and from those transferring from other universities in Canada or the United States, and from applicants with high school

June 9-19, 2014

June 15, 2014

qualifications from Canada and the United States, except for applications due March 1.

Fall/winter and winter term deferred final examinations will be held.

Last day for receipt of applications for internal degree transfers to allow for registration for the 2013-2014 fall/winter session.