



BUSI 2800A Entrepreneurship Fall 2015

Professor: Diane A. Isabelle, P.Eng., MBA., Ph.D.
Office: 303B St. Patrick
Class Time/Place: Friday 11:35 – 2:25 pm, UC182
Office Hours: By appointment
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1. COURSE DESCRIPTION

This course targets students who aspire to:

- Own a startup that generates \$1M 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

BUSI 2800 is the introductory course required in both the minor and concentration in Entrepreneurship at the Sprott School of Business and is focused on the initial elements of new venture creation. The course provides an overview of the basics of entrepreneurship, with an emphasis on idea generation and identification, business models, initial strategies and feasibility. A number of organization types will be studied.

2. COURSE 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. COURSE OBJECTIVES

This course provides students with a hands-on opportunity to live an entrepreneurship experience by working through a real-life new venture group project. The course will cover the important first steps in creating a viable business. Specific objectives include acquiring the tools and expertise to: a) create/discover innovative opportunities; b) critically assess their feasibility; c)

develop and test business models using minimum viable products; d) perform customer validation, pivoting as required, e) launch a venture and, f) gain a better understanding of personal entrepreneurial capacity as well as build high performance entrepreneurial teams.

4. METHOD OF INSTRUCTION

Using a blended learning approach, classes will focus on a combination of brief lectures, case study analysis from real world companies from various industries, videos, problem analysis, simulation, guest speakers, and class discussion. The format of the course consists of a three-hour class meeting per week. You will be strongly encouraged to stimulate discussion on topics related to the course and to engage with guest speakers.

PLEASE NOTE: This course extensively uses cuLearn, Carleton's learning management system. To access your courses on cuLearn go to <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. All written assignments will be submitted on CuLearn. **Late assignments are not accepted.**

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 and assignments 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 and material:

Bygrave et al. (2015). Entrepreneurship. Canadian Edition. Wiley. ISBN: 978-1-118-90685-9. This textbook has not been ordered at the Carleton bookstore. The link to order either a hard copy or an e-book (I negotiated a preferential rate on the e-book for our class) is: <http://ca.wiley.com/WileyCDA/Section/id-826389.html>.

You are required to purchase this book, and to do so early, preferably before the beginning of the course as delivery times may vary.

Additional reading material and weblinks will be posted on cuLearn.

Supplemental References:

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

- Ries, E. (2011) *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business (ISBN: 978- 0307887894)
- Osterwalder, A. and Y. Pigneur (2010) *Business Model Generation*. John Wiley & Sons Inc. (ISBN: 978-0470-87641-1)
- Osterwalder et al. (2014) *Value Proposition Design*. John Wiley & Sons Inc. (ISBN 978-1-118-96805-5)
- Horowitz, B. (2014) *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers*. HarperBusiness (ISBN: 978-0062273208)
- Blank, S. and B. Dorf (2012) *The Startup Owner's Manual*. K & S Ranch (ISBN: 978-0984999309)
- Thiel, P. (2014) *Zero to One: Notes on Startups, or How to Build the Future*. Crown Business. (ISBN: 978-0804139298)
- Maurya, A. (2012) *Running Lean: Iterate from Plan A to a Plan That Works*. O'Reilly Media (ISBN: 978-1449305178)
- Weinberg, G. and J. Mares (2014) *Traction: A Startup Guide to Getting Customers*. S- curves Publishing (ISBN: 978-0976339601)
- Abrams, R. (2010) *Successful Business Plan: Secrets & Strategies Paperback*. Planning Shop. (ISBN: 978-1933895147)
- Scarborough, N.M. and J. R. Cornwall (2014) *Entrepreneurship and Effective Small Business Management (11th Edition)*. Prentice Hall (ISBN: 978-0133506327)
- Mullins, J. (2013) *The New Business Road Test: What entrepreneurs and executives should do before launching a lean startup*. (ISBN: 978-1292003740)
- Alvarez, C. (2014) *Lean Customer Development: Building Products Your Customers Will Buy* (ISBN: 978-1449356354)
- Cooper, B., P. Vlaskovits, P. and E. Ries (2013) *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets*. Wiley. (ISBN: 978-1118295342)
- Kawasaki, G. (2004) *The Art of the Start*. London: Penguin Group. (ISBN-10: 1591840562)

6. EVALUATION

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

	Max marks
Individual assignments (4 to 6)	40
Midterm exam	20
New Venture Project (group) & pitching	40
Total marks	100

To pass this course, individual capability must be demonstrated. Students must achieve a minimum grade of 50% of the total of individual assignments and midterm exam, in addition to other requirements. Given the experiential nature of the course, attendance is mandatory. Missing more than 3 classes without a certified reason (e.g. medical certificate) might lead to failure in this course regardless of the performance on assignments, presentations and reports.

A group is defined as:

- Students who are actively working together on their venture: max size 4
- A group is NOT two or more students getting together to reduce workload on an assignment. 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

Further instructions regarding evaluation elements will be posted on cuLearn.

No late submission of assignments and group projects will be accepted.

Individual assignments

Throughout the term, students will be assigned activities (4 to 6) outside of the classroom that are intended to apply course concepts to their individual entrepreneurial situation. A missed assignment supported by medical documentation will result in those marks shifted to the remaining assignments. Further instructions will be posted on the course cuLearn site.

Group assignment - New Venture Project

The primary objective of group projects is to live a meaningful entrepreneurship experience. Teams of four students will launch an online business, supported by Online Venture Challenge, an online gamified learning platform partnered with Shopify. Each team will select a charity organization to raise money for. Teams will brainstorm potential business ideas for products or services, validate them and launch an online business. There will be a competition among teams, as well as a pitching event. At the end of the term, profits will go to the selected charity organizations. I will provide requirements for group formation to ensure best practices of diversity used in successful entrepreneurial endeavours. Further instructions will be posted on the course cuLearn site.

This course aims to provide experiential learning in the skills necessary for developing real business opportunities with high performance teams. Key learnings include: leading/building entrepreneurial teams, opportunity identification, feasibility assessment, business models, crafting a minimal viable product, validation with potential customers, launching a venture, and presenting promising opportunities to others.

Midterm exam

There will be an in-class midterm halfway through the term. Those missing the midterm with appropriate medical documentation will be permitted to shift their midterm weight to their individual assignments. Further details will be announced in class.

7. CLASS SCHEDULE

Week	Date	Topic s	Text Chapters
1	Sept 11	Course introduction Entrepreneurship - Basic concepts	1
2	Sept 18	Entrepreneurial process	2
3	Sept 25	Opportunity recognition & ideation	3
4	Oct 2	Business model	4
5	Oct 9	Entrepreneurial marketing and selling	5, 6
6	Oct 16	Founding team	7
7	Oct 23	Mid term exam	
	Oct 30	Fall break, no class. Enjoy ☺	
8	Nov 6	Financing	10,11
9	Nov 13	Legal & tax issues, Intellectual Property	13
10	Nov 20	Entrepreneurial growth	14
11	Nov 27	Social entrepreneurship and other topics in entrepreneurship	15
12	Dec 4	Pitching opportunities	

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.

ADDITIONAL INFORMATION

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

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, 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

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. The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2015 exam period is November 6, 2015 and for the April 2016 exam period is March 6, 2016.

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; a grade of Failure in 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; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy, available along with resources for compliance at: <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you're having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/support-services/>
Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

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.
 - 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. Therefore, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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