BUSI-2800A Entrepreneurship
Summer 2023

Instructors: Ali Nazari, Arushi Sharma (P)
Office: TBD
Class Time/Place: Thursday 6:05 pm to 8:55 pm, last hour Async.
Office Hours: After hours on Thursday, 8:00pm to 8:55pm, please confirm by email
Email (preferred):   Ali.nazari@carleton.ca, Arushi.Sharma@carleton.ca

Modality: Flipped Classroom (2hr synchronous in person lecture with Instructor and 1hr asynchronous for office hours and preparation time for class/new venture 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.

1. **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 and 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.

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 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:

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

4. 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. The format of the course consists generally of one class meeting per week. The primary role of the course instructor is to lead discussion and experiential learning in practical applications of course concepts during in-class synchronous sessions. Class sessions entail a mixture of lecture, videos, problem analysis and class discussion with problem/solution analysis. The content of any lecture presumes and expects that you have carefully studied the assigned slides, reading, and videos and worked on team assignments during asynchronous sessions. 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 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 class. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

Students will be responsible for reading and responding appropriately to all information distributed through the Brightspace Course Page. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on Brightspace as soon as possible.

Note that the School requires that correspondence with the instructors be carried out through your Carleton email account only.

5. 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. (2018). The New Business Road Test: What entrepreneurs and investors should do before launching a lean start-up. 5th Edition. London: FT Press (ISBN: 12920839-8)

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.

1. Ries, E. (2011) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business (ISBN: 978-0307887894)
2. Horowitz, B. (2014) The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers. HarperBusiness (ISBN: 978-0062273208)
3. Blank, S. and B. Dorf (2012), The Startup Owner's Manual. K & S Ranch (ISBN: 978-0984999309)

4. Thiel, P. (2014) Zero to One: Notes on Startups, or How to Build the Future. Crown Business. (ISBN: 978-0804139298)
5. Maurya, A. (2012) Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media (ISBN: 978-1449305178)
6. Weinberg, G. and J. Mares (2014) Traction: A Startup Guide to Getting Customers. S-curves Publishing (ISBN: 978-0976339601)
7. Abrams, R. (2010) Successful Business Plan: Secrets & Strategies Paperback. Planning Shop. (ISBN: 978-1933895147)
8. Scarborough, N.M. and J. R. Cornwall (2014) Entrepreneurship and Effective Small Business Management (11th Edition). Prentice Hall (ISBN: 978-0133506327)
9. Mullins, J. (2013) The New Business Road Test: What entrepreneurs and executives should do before launching a lean startup. (ISBN: 978-1292003740)
10. Alvarez, C. (2014) Lean Customer Development: Building Products Your Customers Will Buy (ISBN: 978-1449356354)
11. Cooper, B., Vlaskovits, P., Ries, E. (2013) The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets. Wiley. (ISBN: 978-1118295342)
12. 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:

Assignment	Weighting
Networking Assignments (x3)	25%
Course exam week 9 in class	35%
New Venture Project (group of 5 students) Final NVP idea – Instructor sign off 5%, Final report 20%, Final presentation 10%	35%
Attendance and participation	5%
Total	100%

Individual Assignments:

Networking Assignments. Each student is to produce three summaries that relate to networking strategies for furthering their entrepreneurial venture. The report will use class content and show critical thinking. The assignment will count for 25%.

As plenty of time is provided for assignments, **no credit is given for posting a late assignment.** A missed assignment supported by medical documentation will result in those marks shifted to the remaining individual assignments upon discussion with the instructor(s). Further instructions will be posted on the course Brightspace site.

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.

Mid Term Exam

The mid-term exam will be online and use e-proctoring. The online exam will be available via Brightspace and will cover the content up to and including week 8 and will be held during week 9's class. The exam will be 60 minutes and consist of multiple-choice questions. The exam will count for 35%.

Attendance and participation: Attending and actively participation in teamwork in the classroom is critical in this course. You will be measured by your involvement in exercises (Sync hour). Besides, be prepared to respond to issues raised in class and bring questions and issues you encounter into the classroom. The attendance and participation will count for 5%.

Please note that tests and examinations in this course will use a remote proctoring and CoMaS service provided by Scheduling and Examination Services. You can find more information at https://carleton.ca/ses/e-proctoring/ .

- The minimum computing requirements for this service are as follows:
- Hardware: Desktop, or Laptop
- OS: Windows 10, Mac OS 10.14, Linux Ubuntu 18.04
- Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge
- Internet Connection (High-Speed Internet Connection Recommended)
- Webcam (HD resolution recommended)
- Note: Tablets, Chromebooks and Smartphones are not supported at this time. Windows-based tablets are not supported at this time.

Team Assignment:

New Venture Project. The primary objective of group projects (teams of 5) in this course 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 four assignments covering: Final NVP idea - sign off 5%, Final report 20%, Final presentation 10%. **The final idea requires Instructor Approval – Final NVP - Sign off**.

No late assignments will be accepted.

7. 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 understanding of the class content and ability to contribute will be affected by absences. Regular class attendance is important and required. It is expected of 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.

- *Assignments.* <u>All assignments must include student name, number and signed declaration of academic integrity on the submitted report to receive a grade</u>.

- *Team based projects.* Teams for the New Venture project are created in class during week one and two of the course. 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 with the instructor(s).

- *Course feedback*: Assignment feedback is available via Brightspace and during office hours. <u>Rewrites of assignments or exam will not be provided</u>.

- *Minimizing disruptions.* You should not leave and re-enter the class. Please minimise background noise during class.

- *Focusing on the class.* You should avoid engaging in side conversations during class.

- *Being prepared for class.* You should be ready to discuss any assigned readings and course content. <u>Also be prepared to answer any assigned questions for each day's class, including being ready to open a case assigned for that day</u>.

- *Cellular phones.* The use of cellular phones IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. 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.

- *Deferred term work.* Will be replaced with term work and the weight <u>not</u> shifted to the exam. Formative work will be replaced with formative work, and is to be completed prior to the end of the semester.

- *Email.* Due to the class size of this course it may take 48hrs to reply to emails.

- *Grading*. Saying you thought the rubric was vague or ambiguous will not be considered as sufficient rationale to review an assignment grade. All assignments are provided the

first day of class with the option to discuss ahead of submission via email, office hours or in class questions.

- *Grades and feedback* may be delayed due to availability of TA's, sickness, Sprott responsibilities or family matters. You have options to connect with the instructor prior to assignments via email, office hours and in class questions.
- *Grades*. The grades for the Midterm will not be released as they are designed to cover the complete course content.

8. CLASS SCHEDULE

Wk	Date	Topics	Assignments (**Submit day of class**)
1	May 04 6pm	Introduction and course overview Entrepreneurship – Basic concepts Sync 1hr (Class lecture, flipped classroom)	Arushi Sharma
	7pm	Sync 1hrs (Teams, ideation, NVP)	Forward team member names to Instructor
	8pm	Async 1hrs (Individual, Videos, reading, slides)	*Create group project team.*
2	May 11 6pm	Entrepreneurial Characteristics Building an Entrepreneurial Team and ambiguity Sync 1hr (Class lecture, flipped classroom)	Ali Nazari
	7pm	How to conduct secondary research and APA citations Networking #1 Sync 1hrs (Teams, ideations, NVP)	Forward team member names to Instructor
	8pm	Async 1hrs (Individual, Videos, reading, slides)	*Create group project team Start Group Project*
3	May 18 6pm	Discovering Opportunities: Idea Generation and value. Using the Value Proposition Canvas Sync 1hr (Class lecture, flipped classroom)	Arushi Sharma
	7pm	Sync 1hr (Teams, ideations, NVP)	Networking #1. Outreach
	8pm	Async 1hrs (Individual, Videos, reading, slides)	
4	May 25 6pm	Discovering Opportunities: Market and Innovation Approach. Using the New Business Road Test Sync 1hr (Class lecture, flipped classroom)	Ali Nazari
	7pm	Networking #2 Sync 1hrs (Teams, ideations, NVP)	
	8pm	Async 1hrs (Individual, Videos, reading, slides)	

5	June 1 6pm	Innovation and opportunity screening – tech push / purpose,	Arushi Sharma Schedule for Final NVP Idea sign-off confirmed.
	7pm	Ideation: Final idea selection Sync 0.5hrs (Teams, ideations, NVP)	Networking #2. Secondary research
	8pm	Async 1hrs (Individual, Videos, reading, slides)	
6	June 8 6pm	Opportunities: Business Models overview, Costs and Revenue Sync 1hr (Class lecture, flipped classroom)	Ali Nazari Group Project: Final NVP idea – sign off. 30 Ideas to final Idea. Presented to Instructor for approval. Team contributions and clarity of idea.
	7pm	Networking #3 Sync 1hrs (Teams, ideations, NVP)	
	8pm	Async 1hrs (Individual, Videos, reading, slides)	
7	June 15 6pm	Opportunities: Business Models, Customer facing activities Sync 1hr (Class lecture, flipped classroom)	Arushi Sharma Notify instructors of any formal examination accommodation request for final examinations to the Paul Menton Centre for Students with Disabilities
	7pm	Sync 1hrs (Teams, ideations, NVP)	Networking #3. One minute pitch and report
	8pm	Async 1hrs (Individual, Videos, reading, slides)	
	June 22	Break	
8	June 29 6pm	Opportunities: Business Models, internal capabilities, and resource building Sync 1hr (Class lecture, flipped classroom)	Ali Nazari
	7pm	Midterm exam prep Q&A Sync 1hrs (Teams, ideations, NVP)	
	8pm	Sync 1hrs (Individual, Videos, reading, slides, exam prep)	
9	July 6 6 pm	Mid Term exam. Online 60min (E-proctored and CoMaS)	Arushi Sharma & Ali Nazari Mid Term Exam Multiple choice.

				Deferred exam date with a medical note to be confirmed.
10	July 13 6pm	Topics in Entrepreneurship Protecting Innovations Sync 1hr (Class lecture, flipped classroom)	Arushi Sharma	
	7pm	NVP final project Sync 1hrs (Teams, ideations, NVP)		
	8pm	Sync 1hrs (Individual, Videos, reading, slides)		
11	July 20 6pm	Customer Validation, IP, Incorporation Sync 1hr (Class lecture, flipped classroom)	Ali Nazari	
	7pm	NVP final project Practice presentations Sync 1hrs (Teams, ideations, NVP)	Schedule released for presentations – no changes	
	8pm	Class: Async 1hrs (Presentation prep in teams)	*Practice presentations (All teams)*	
12	July 27	Presenting Opportunities (Live/Zoom) Graded 3hrs	Arushi Sharma & Ali Nazari Course feedback Group Project: Final Report and Live Pitch (Submit slides before class).	

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.

Contribution to Learning Goals of the Program (BCom, BIB):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
	CHECK (X) ONE PER ROW			
BC1 Knowledge *Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.*				X
BC2 Collaboration *Graduates will be collaborative and*				X

effective contributors in team environments that respect the experience, expertise and interest of all members.			
BC3 Critical Thinking *Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.*			X
BC4 Communication *Graduates will be effective and persuasive in their communications.*			X
BI5 Global Awareness (BIB ONLY) *Graduates will be globally-minded.*	X		

ADDITIONAL INFORMATION

Course Sharing Websites

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.

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 Regulations
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 Accommodation
You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation
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, visit the Equity Services website: **carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf**

Religious obligation
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, visit the Equity Services website: **carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf**

Academic Accommodations for Students with Disabilities
If you have a documented disability requiring academic accommodations 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 first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. **carleton.ca/pmc**

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.ca/sexual-violence-support**

Accommodation for Student Activities
Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. 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. **https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf**

For more information on academic accommodation, please contact the departmental administrator or visit: **students.carleton.ca/course-outline**

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. If the allegation proves true, the penalties may include; a grade of Failure on 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. **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/.

Sprott Student Services
The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support
The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing

and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

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. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting **https://carleton.ca/its/get-started/new-students-2/**

Covid-19 Information:

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are a number of actions you can take to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

Feeling sick? Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you must follow Carleton's symptom reporting protocols.

Masks: Carleton has paused the COVID-19 Mask Policy, but continues to strongly recommend masking when indoors, particularly if physical distancing cannot be maintained. It may become necessary to quickly reinstate the mask requirement if pandemic circumstances were to change.

Vaccines: Further, while proof of vaccination is no longer required as of May 1 to attend campus or in-person activity, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible, and submit their booster dose information in cuScreen as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For the most recent information about Carleton's COVID-19 response and health and safety requirements please see the University's COVID-19 website and review the Frequently Asked Questions (FAQs). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca.