



BUSI3820A Practicum in Business Design
Fall 2022

Professor: Toyese Akinwumi, MEnt., PMP, DASM
Class Time/Place: Wednesday 6:05pm - 8:55pm, CB 3101
Office Hours: Email preferred (Please give 24 hours for a response)
Email (preferred): Toyese.Akinwumi@carleton.ca

Modality: In-person (1hr asynchronous and 2hrs synchronous)

1. COURSE DESCRIPTION

The calendar description of this course is Practicum in Business Design. Students will apply entrepreneurial concepts and engage in designing an entrepreneurial project. Students will prepare in groups a business plan, including in-depth analysis and recommendations. This course includes experiential learning activities.

This course targets students who aspire to:

- 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
- Work for a start-up or an organization that fosters entrepreneurship
- Establish a non-profit organization.

2. COURSE PREREQUISITES

BUSI 2800 with a grade of C- or higher and third-year standing.

3. COURSE OBJECTIVES

The objectives of the course are to:

1. Design a strong value proposition
2. Select an entrepreneurship theoretical perspective and develop a business plan to implement your entrepreneurial project
3. Develop knowledge and skills in cash management
4. Develop networking skills to access expertise and resources
5. Develop critical thinking skills in evaluating a business project

4. METHOD OF INSTRUCTION

This course will encapsulate a blended and peer-to-peer learning approach. Classes will focus on a combination of brief lectures, case study analysis from real-world companies and various industries, videos, problem analysis, simulation, practical application of key concepts, guest speakers, and a term-long assignment involving the development of a value proposition and business plan. The course format generally consists of a three-hour class meeting per week. There will be required readings and/or tasks for each weekly class session. Since the course is highly experiential, you will be expected to actively engage with potential customers between classes, present and discuss your findings and provide feedback to fellow students in class, as well as engage with guest speakers.

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.

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 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 professors be carried out through your Carleton email account only.

5. COURSE MATERIAL

Required Text:

Blank, S. and Dorf, B., (2012), *The Startup Owner's Manual. The Step--by-Step Guide for Building a Great Company.* K&S Ranch Inc. (ISBN-13: 9780-9849993-0-9). This textbook has not been ordered at the Carleton bookstore. It is available on Amazon.ca as a hardcover or Kindle edition. You are required to review this book, and to do so early, preferably before the beginning of the course. Careful of free PDFs of this text as it is not the same as the textbook.

Osterwalder et al., (2014). *Value Proposition Design.* John Wiley & Sons Inc. (ISBN 978-1-118-96805-5)
We will also be extensively referencing the MaRS Entrepreneurs toolkit located at <http://www.marsdd.com>

Additional reading material and web links will be posted on Brightspace.

Supplemental References and books from previous entrepreneurship classes:

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

- Kawasaki, G. (2004). *The Art of the Start.* London: Penguin Group. (ISBN-10: 1591840562).
- Rackham, N (1988) *SPIN Selling,* McGraw-Hill, Inc (ISBN: 0-07-051113-6)
- Good, W. and Mayhem, W. (2014) *Building your Dream. A Canadian Guide to Starting your Own Business.* McGraw-Hill Ryerson. (ISBN-13: 978-0-07-133888-2).
- Osterwalder, A. and Y. Pigneur, Y. (2010). *Business Model Generation.* John Wiley & Sons Inc. (ISBN: 978-0470-87641-1).
- Ries, E. (2011) *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.* Crown Business (ISBN: 978-0307887894).
- Mullins, J. (2006). *The New Business Road Test: What entrepreneurs and executives should do before writing a business plan.* London: FT Press (ISBN-10: 0273663569).
- Horowitz, B. (2014) *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers.* Harper Business (ISBN: 978-0062273208).
- 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).

6. EVALUATION

Your grade will depend on both individual work and group work outside of the class, and classroom contributions, as outlined below:

	Max marks
Individual Assignments	
Value Proposition Canvas	20
Financial & Cash Flow management	20
Participation	20
Sub-total assignments	60
Team Assignments	
Draft Business Plan Report	10
Final Business Plan Report	20
Presentation	10
Sub-total assignments	40
Total marks	100*

***Satisfactory In-term Performance**

To pass this course, individual capability must be demonstrated. Students must achieve a minimum grade of 50% of the total individual assignments, in addition to other requirements. 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 being shifted to the remaining assignments. Further instructions will be posted on the course Brightspace site

Given the experiential nature of the course, missing 3 classes or more without a valid reason (e.g. medical note) will lead to failure in this course regardless of the performance on assignments, presentations, and reports.

You can decide to work by yourself or as part of a group of up to four people. If you work in a group, group work is an important component of this course. Group conflicts are to be dealt with by the group in a way that is fair, respectful, and fast. The professor does not settle group disputes. A group is NOT two or more students getting together to reduce the workload on an assignment or business model. Students in a group have to be actively working together towards a common business goal. All groups have to be initiated by week 3 of the course

Although I do not anticipate such situations, a word of caution about freeloaders. The best way to deal with freeloaders is to not include their names on the first page of the group assignments. If a student's name does not appear in an assignment submitted by his or her group, the student must submit his or her assignment. Failure to do so will result in the student receiving zero for the assignment. After the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback.

Further instructions regarding evaluation elements will be posted on the course site.

All written assignments will be submitted on Brightspace. Late assignments are not accepted.

Individual Assignments

Value Proposition Canvas

Building from your business model from BUSI2800 or BUSI3810 or a new start-up / scale-up, the purpose is to produce a document that outlines a Start-up or Scale-ups Value Proposition:

- Detailed Customer Profile
- Value Map to describe how you intend to create value for that customer
- Fit between the Customer Profile and Value map
- Fit with an overall business model

Financial and cash flow management

Case study on a business opportunity:

- Financial analysis
- Cash flow management
- Risk management
- Overall recommendation

Participation

It is essential to entrepreneurial learning that students adopt a self-driven approach to the practice of business creation. Participation marks will be awarded based upon evidence of engagement in entrepreneurial activities such as investor presentations, customer discovery, business plan competitions, peer-based sharing, pitching at Carleton's Hatch competitions, and Lead To Win opportunity review, etc. In addition, each week time will be allocated for each individual/team to pitch and provide progress updates. Simply attending class is not evidence of engagement. More information will be posted on the course Brightspace site.

Group assignments

Business plan reports

Each group/individual is to develop a business plan for the business opportunity. Two reports, draft, and final business plans. We will be using MaRS Business Plan and Executive Summary workbook and template at: <http://www.marsdd.com/mars-library/financing-workbook-2-the-business-plan-and-executive-summary/>

Business plan presentations

Each group/individual is to present their final business plan. The objective of these presentations is to convince a group of external professionals of the value of your business plan.

7. CLASS SCHEDULE

Week	Date	Date and Topics	Assignments Due Date
1	Sep 7	<ul style="list-style-type: none"> Introduction and course overview 	
2	Sep 14	<ul style="list-style-type: none"> Entrepreneurship theoretical perspective Business planning as a process Value proposition 	
3	Sep 21	<ul style="list-style-type: none"> Value Proposition 	
4	Sep 28	<ul style="list-style-type: none"> Business Plan Design – Overview Business planning tools 	
5	Oct 5	<ul style="list-style-type: none"> Business Plan: Industry and market assessment Value Proposition Canvas presentations 	Value Proposition Canvas and presentations
6	Oct 12	<ul style="list-style-type: none"> Business Plan: Product/Service design & development, operations plan 	
7	Oct 19	<ul style="list-style-type: none"> Business Plan: Financial plan 	Draft business plan report
	Oct 26	<ul style="list-style-type: none"> Break – No class 	
8	Nov 2	<ul style="list-style-type: none"> Business Plan: Financial plan 	
9	Nov 9	<ul style="list-style-type: none"> Business Plan: Marketing & Commercialization Plan, networking & partnering 	
10	Nov 16	<ul style="list-style-type: none"> Business Plan: Management team and Human Resources 	Financial & Cash flow management
11	Nov 23	<ul style="list-style-type: none"> Business Plan: Critical Risks 	Final business plan presentation.
12	Nov 30	<ul style="list-style-type: none"> Business Plan Final Presentations 	Final business plan presentation (Continued) Participation report

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 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 <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X
B15 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>	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 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.

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 bcorn@spratt.carleton.ca or at bib@spratt.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.