

Introduction of a new Concentration in Entrepreneurship for BCom

CONCENTRATION IN ENTREPRENEURSHIP (4.0 CREDITS)

1. 0.5 credit in [BUSI 2800](#) (Entrepreneurship);
2. 0.5 credit in [BUSI 3600](#) (Entrepreneurial Strategies);
3. 0.5 credit in [BUSI 3810](#) (Business Development);
4. 0.5 credit in [BUSI 3820](#) (Practicum in Business Design);
5. 0.5 credit in [BUSI 4810](#) (Practicum in Business Creation) or an approved elective for Entrepreneurship programs;
6. 1.5 credits from a list of approved courses for the concentration.

Students will have to choose courses from the list of approved courses for the concentration. The following existing courses are suggested for item # 6 above (more courses will be developed over time to enhance the elective list):

- BUSI 4105 (Managing Change)
- BUSI 4119 (Practicum in Management (consulting))
- BUSI 4600 (Special Topics in Entrepreneurship)
- BUSI 4607 (Management of Technology & Innovation)
- BUSI 4708 (International Expansion & Operations)
- XXXX xxxx Approved elective

Learning Objectives

Students in this concentration

1. will gain knowledge of the entrepreneurial process;
2. will be able to identify, analyze, and solve entrepreneurial management problems in the contexts of local and global operations;
3. will acquire and develop the skills and competences required to pursue career opportunities in the diverse field of entrepreneurship and small business management.

Rationale

In Canada, entrepreneurship is recognized as “a powerful force driving innovation, productivity, job creation and economic growth”¹. Three main reasons motivate people to consider becoming entrepreneurs.

- “The implicit understanding between employers and employees has changed. In the past, people expected to be retained as employees as long as they did

¹ Fisher, E., Reuber, R., Parsley, C., Djukic, S. (2010). The State of Entrepreneurship in Canada, Report for Industry Canada, February (available at www.ic.gc.ca/sbresearch) (p.2).
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their jobs. Recent economic downturns, though, have been accompanied by downsizing and people want to regain control over their pay cheques by starting their own business.

- People – especially younger people – increasingly prefer an independent lifestyle. They want to do work they like and have autonomy over their hours and working conditions.
- Entrepreneurs have become influential. Canadian entrepreneurs are celebrated in their communities and in the media, and, in an age where people are cynical about many public figures, they are becoming new role models.”²

Entrepreneurship could be defined as: a process by which “opportunities to create future goods and services are discovered, evaluated, and exploited”³ or “acts of organizational creation, renewal, or innovation that occur within, or independent of, an existing organization”⁴. Three dimensions are recognized: “innovativeness, risk taking and proactiveness”⁵. The process could be oriented toward an economic and/or a social mission.

A study⁶ by CGA-Canada on entrepreneurship recommends that: “Governments, universities and the private sector should collaborate to grow centres of excellence in entrepreneurship with a focus on youth entrepreneurship”. In addition, a study⁷ of entrepreneurship courses and programs offered in Canadian universities indicates a potential niche for the Sprott School of Business and Carleton University regarding Entrepreneurship.

The Sprott School of Business mission statement specifies that one of the School’s objectives is: “promoting intrapreneurship and entrepreneurship”. Currently, only two courses appear in the Undergraduate calendar, namely: BUSI3600 (Small Business Management) and BUSI4600 (Entrepreneurialist culture). This proposed concentration assists in the Sprott School of Business meeting the objectives specified in its mission statement in a way that is aligned with the Carleton Academic Plan.

² Fisher et al. (2010, p.4).

³ Shane, S., Venkataraman, S. (2000). The promise of entrepreneurship as a field of research, *Academy of Management Review*, 25, p.217-226. (p.218).

⁴ Sharma, P., Chrisman, J.J. (1999) Toward a reconciliation of the definitional issues in the field of corporate entrepreneurship, *Entrepreneurship: Theory and Practice*, 23(3), p.11-27 in Chrisman, J.J. (2005). *Entrepreneurship in M.A. Hitt, R.D. Ireland (Ed.) The Blackwell Encyclopedia of Management – Entrepreneurship*, Malden: Blackwell Publishing, p.120-122. (p.120).

⁵ Morris, M. (2005). *Entrepreneurial intensity in M.A. Hitt, R.D. Ireland (Ed.) The Blackwell Encyclopedia of Management – Entrepreneurship*, Malden: Blackwell Publishing, p.91-95. (p.91).

⁶ CGA-Canada (2010). *Laying the Foundation for a National Entrepreneurship Strategy: The CGA Entrepreneurship Report*, Certified General Accountants Association of Canada, October. (p.9).

⁷ Brouard, F. and Bourke, K (2009). *Entrepreneurship: Canadian University Courses, Programs, Research Centers and Researchers*, Report to the Dean of the Sprott School of Business, September.

Impact

Sprott School:

Sprott has an opportunity to play a significant role in promoting entrepreneurship at Carleton, in the region of Ottawa-Gatineau, in Ontario and in Canada, and to contribute to meeting the emerging demand for talent and core skills.

The new programs (concentration and Minor in Entrepreneurship) will provide the following benefits:

- Offer students more choices of career paths.
- Potentially increase student enrollment in Sprott.
- Enable students to acquire readily saleable credentials.
- Establish a seed for fruitful collaboration between many areas (ACC, FIN, IB, IS, MAS, MKT, OM) and provide the opportunity for cross-functional course development and delivery.

Sprott should have no problems finding instructors for the Entrepreneurship courses. The region of Ottawa has the advantage that it provides a good supply of professionals working in the field as entrepreneurs themselves or as advisors to entrepreneurs. The new Concentration in Entrepreneurship and the Minor in Entrepreneurship will be staffed initially by existing faculty and a roster of highly qualified sessional instructors.

University:

The Concentration in Entrepreneurship and the Minor in Entrepreneurship will have a significant positive impact on the University. In addition to attracting additional students to the University, the programs will contribute to several important University goals. The proposed programs will support innovation, engagement with the community, and solutions to real-world problems – all key pillars of Carleton's Strategic Plan "Defining Dreams". The unique applications focus of the two practicum courses will promote both active learning and student engagement which are key objectives articulated in Carleton's Academic Plan. Further the programs will help to build student collaboration across disciplinary boundaries through the practicum courses which will include both Business students in the Concentration in Entrepreneurship and students from outside the Business School who are enrolled in the Minor in Entrepreneurship.

Resource requirements will be commensurate with program growth. Growth in faculty complement will be contingent upon enrolment growth. Some additional library resources may be required.

Implementation plan

The implementation will leverage existing courses already offered at Sprott as well as introduce several new courses. After the launch and depending upon the demand from students, more courses can be added to expand the course offering. Specific arrangements with different faculties could be arranged after the initial launch.

- Timing: To be introduced in 2011-2012 academic calendar.
- Scope: Students from the Fall 2011 cohort will be the first to see this change. Earlier cohorts will be able to embark in the Entrepreneurship concentration (ENT) or Minor in Entrepreneurship (MIE) but their course patterns may be delayed until all the courses are fully mounted.
- The courses will be introduced gradually over time as specified in Table 1.
- The introduction of the new concentration needs to be promoted to existing students and students who joined the school in Fall 2011. The implementation schedule of various courses is shown in Table 1.

Table 1
New courses implementation schedule

<i>Cohort</i>	<i>Anticipated first term of registration</i>		
	<i>2011-2012</i>	<i>2012-2013</i>	<i>2013-2014</i>
F2011	BUSI2800		
W2012	BUSI3600		
F2012		BUSI3810	
W2012		BUSI3820	
F2013			BUSI4810* BUSI4600
W2013			

Note: * = 2 term course

Summary

In summary, the introduction of the proposed Entrepreneurship programs involves the following changes (see document 5 for specific changes to courses):

- (a) an introduction of four new core concentration courses
 - BUSI 2800 (Entrepreneurship)
 - BUSI 3810 (Business Development)
 - BUSI 3820 (Practicum in Business Design)
 - BUSI 4810 (Practicum in Business Creation)
- (b) a content revision of two existing courses
 - BUSI 3600 (Entrepreneurial Strategies)
 - BUSI 4600 (Special Topics in Entrepreneurship)
- (c) using existing courses as elective courses for the concentration;
- (d) prerequisite changes to allow registration by Minor in Entrepreneurship students
 - BUSI 2204 (Basic Marketing)
 - BUSI 2503 (Basic Finance for Non-business Majors)

Minor in Entrepreneurship (MIE)

Description: Introduction of a new Minor in Entrepreneurship

Minor in Entrepreneurship

Only students pursuing an undergraduate programs (except B.Com. and B.I.B.) requiring at least 20.0 credits to graduate and who have completed at least 4.0 credits toward their degrees with a minimum Overall CGPA of 7.00 may be admitted to the Minor in Entrepreneurship.

Students who are required to leave the Minor due to a low Minor CGPA may not return to the Minor at any subsequent date.

REQUIREMENTS (4.0 CREDITS):

7. 0.5 credit in [BUSI 1003](#) (Survey of Accounting) or equivalent;
8. 0.5 credit in [BUSI 2204](#) (Basic Marketing);
9. 0.5 credit in [BUSI 2101](#) (Introduction to Organizational Behaviour);
10. 0.5 credit in BUSI 2800 (Entrepreneurship);
11. 0.5 credit in [BUSI 3600](#) (Entrepreneurial Strategies);
12. 0.5 credit in [BUSI 3810](#) (Business Development);
13. 0.5 credit in [BUSI 3820](#) (Practicum in Business Design);
14. 0.5 credit in [BUSI 4810](#) (Practicum in Business Creation) or an approved elective for Entrepreneurship programs;
15. The remaining requirements of the major discipline(s) and degree must be satisfied

Rationale

The rationale for the Concentration in Entrepreneurship in the B.Com applies also to the MIE. The design of the MIE is motivated by:

- a) the fact that many Carleton students could choose Entrepreneurship curricula for elective courses. A quarter of the students enrolled in BUSI3600 (Small Business Management) are students from outside the Business School.;
- b) the presence of the opportunity that many courses can be designed in a manner that satisfies the needs of both the business and non-business curricula at Carleton;
- c) the program will help to build student collaboration across disciplinary boundaries through the practicum courses, which will include both Business students in the Concentration in Entrepreneurship and students from outside the Business School who are enrolled in the Minor in Entrepreneurship. Sprott Entrepreneurship Committee members observe that strongest proposals in Entrepreneurship competitions come from collaboration. The collaboration will happen at the design and implementation stage.

As such the proposal is to encourage Carleton students, who may be coming into MIE with entrepreneurial or intrapreneurial ambitions, to work on a business project, such as technology commercialization project or social enterprises in mind, as examples.

Impact

Sprott School: see 'Concentration in Entrepreneurship-Feb28-2011.docx'

University: see 'Concentration in Entrepreneurship-Feb28-2011.docx'

Courses Additions and Changes

New: BUSI 2800 [0.5 credit]

Entrepreneurship

This overview course goes through the basics of entrepreneurship. Emphasis is placed on idea generation and identification, business models, initial strategies and feasibility. A number of organization types will be studied.

Prerequisite: second-year standing in BCom, BIB or Minor in Business

Lecture 3 hrs weekly; tutorials as needed

Change: BUSI 3600 [0.5 credit]

Small Business Management

Becomes...

BUSI 3600 [0.5 credit]

Entrepreneurial Strategies

Within the changing environment, an examination of entrepreneurial strategies related to different functional areas for new ventures and small businesses.

Prerequisites: BUSI 2800 with a grade of C- or higher and second year standing.

Lectures three hours a week.

New: BUSI 3810 [0.5 credit]

Business Development

This course covers business development, growth and expansion through financing activities and new customer acquisition.

Prerequisites: BUSI1003 or (BUSI1001 and BUSI1002) or (BUSI1004 and BUSI1005); BUSI2204 or BUSI2208; and BUSI2800; and BUSI3600 (may be taken concurrently) with a grade of C- or higher in each

Lecture 3 hrs weekly; tutorials as needed

New: BUSI 3820 [0.5 credit]

Practicum in Business Design

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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.

Prerequisites: BUSI2101; BUSI3810 with a grade of C- or higher in each; and third year standing.

Lecture and field work as needed.

New: BUSI 4810 [0.5 credit] [over two terms]

Practicum in Business Creation

Students will apply concepts and will engage in groups in implementing the design of an entrepreneurship project per their business plan developed in BUSI3820. The projects provide opportunities for experiential learning.

Graded as Sat./Uns.

Prerequisites: BUSI3820; and permission of the School of Business.

Lecture and field work as needed.

Changed: BUSI 4600 [0.5 credit]

Entrepreneurial Culture

Becomes...

BUSI 4600 [0.5 credit]

Special Topics in Entrepreneurship

A selected topics course may be offered, including Social Entrepreneurship and/or Social Enterprises, High Growth Business, Family Business, Intrapreneurship, Entrepreneurial Finance and Entrepreneurial Marketing. Eligibility for this course to serve as an option for specific concentrations is to be established by the School. Case studies, guest speakers, and independent student research.

Prerequisites: BUSI2800 with a grade of C- or higher, third-year standing and permission of the School of Business.

Lectures three hours a week.