



BUSI 2800 D - Entrepreneurship Winter Term 2013

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Class times: Monday 11:35 – 14:25 pm
Lecture location: UC 180
Phone: 613-520-2600
Office hours: By appointment
Web page: cuLearn

1.0 COURSE DESCRIPTION

This course provides a foundational introduction to entrepreneurship, the discovery and exploitation of new business opportunities. The course covers all major considerations in starting a new business including product/service development, legal, financial, marketing, team building 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 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.

5.0 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)	25%	25%
In-class quizzes	10%	10%
Entrepreneur case study	10%	0%
New Venture Idea Project (group)	25%	25%
Final exam*	30%	40%
	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.** We will be using the assignment tab of cuLearn for this function; further instructions will be posted on the course Moodle site.

In Class Quizzes. There will be short quizzes conducted during some of the lectures to reinforce learning. The timing of these quizzes will not be announced ahead of time. Students must be present to receive credit for an in-class quiz.

Entrepreneur Case Study. Students have the option of completing a case study project either individually or in pairs. This option must be declared by the beginning of class on Week 4. Students who elect not to complete the case study project will have those marks transferred to their final exam. 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 by 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. A maximum of 2.5 hours will be permitted. 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.

6.0 READINGS

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>

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. 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 2013

Week	Date	Topics	Assignments (due before class start)	Text Chapters (read before class)
1	Jan 7	Entrepreneurship - Basic Concepts		
2	Jan 14	Entrepreneurial Characteristics Building an Entrepreneurial Team	Assignment #1 - Self assessment	
3	Jan 21	Discovering Opportunities: Idea Generation	Assignment #2 - Am I an Entrepreneur?	1
4	Jan 28	Discovering Opportunities: Idea Generation Discovering Opportunities: Market Approach	Assignment #3 - Ideas and Thinking <i>Declaration of Case Study Option</i>	2, 6
5	Feb 4	Discovering Opportunities: Market Approach	Assignment #4 - Market Ideas	3, 4
6	Feb 11	Discovering Opportunities: Innovation Approach	Group Project: 50 Ideas Due	5, 7
	Feb 18	No class - enjoy your reading week!		
7	Feb 25	Opportunity Screening Market Screening	Assignment #5 - Innovation Ideas <i>Entrepreneur Case Study Due (if option selected)</i>	8, 9
8	Mar 4	Opportunities: Business Models	Assignment #6 - Designing Experiences Group Project: 5 Ideas Due	10, 14
9	Mar 11	Feasibility Screening Entrepreneur Self-Promotion	Assignment #7 - Business Models	12, 13
10	Mar 18	Financials for Entrepreneurs Case Study-To Be Announced!	Assignment #8 - Case Study Group Project: Final Report due	
11	Mar 25	Legal Forms of a Business Topics in Entrepreneurship Review		11,15
12	April 1	Final Team Presentations	Group Project: Final presentations due	
13	April 8	Final Team Presentations Course Wrapup	Assignment #9 - Course feedback	
	April 13- 27	Final Exam		

IMPORTANT ADDITIONAL INFORMATION

10.0 ACADEMIC INTEGRITY

Ethics and values are very important in accounting and the world of business, non-profit and government organizations. We will consider ethical issues in accounting throughout this course. Ethics and values are also important in education. Instructors will assume, unless there is evidence to the contrary, that you are an ethical student. To help you fulfill your ethical responsibilities as a student, the ethical standards for this course are listed below.

Graded Group Assignments

All work is to be performed exclusively by the members of the group and all group members must contribute their fair share to each assignment. If outside research is performed, sources are to be cited and information discovered via outside research is to be clearly labeled as such. If outside research is performed, the products of your research are not to be shared with any student who is not a member of the group.

Examinations

All exams must be the exclusive work of the individual student.

Plagiarism

The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another."

Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences. For more information on Carleton University's Academic Integrity Policy, consult:

<http://www1.carleton.ca/studentaffairs/academic-integrity/>

Penalty for academic integrity violations

University recommended sanctions for academic integrity violations will be imposed. All academic integrity violations must be reported.

11.0 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

12.0 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. If you have a group assignment, you may find useful the resources at

http://sprott.carleton.ca/academic_programs/groupwork.html

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.

13.0 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://www2.carleton.ca/registrar/forms/>

14.0 PERSONS WITH DISABILITIES

Students with disabilities requiring academic accommodations in this course must register with the Paul Menton Centre for Students with Disabilities (PMC) for a formal evaluation of disability-related needs. Documented disabilities could include but are not limited to mobility/physical impairments, specific Learning Disabilities (LD), psychiatric/psychological disabilities, sensory disabilities, Attention Deficit Hyperactivity Disorder (ADHD), and chronic medical conditions. Registered PMC students are required to contact the PMC, 613-520-6608, every term to ensure that I receive your Letter of Accommodation, no later than two weeks before the first assignment is due or the first in-class test/midterm requiring accommodations. If you only require accommodations for your formally scheduled exam(s) in this course, please submit your request for accommodations to PMC by the deadlines published on the [PMC website](#).

15.0 RELIGIOUS OBSERVANCE

Students requesting academic accommodation on the basis of religious observance 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 academic 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.

16.0 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.

17.0 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.

18.0 RELEVANT DATES

January 7, 2013

- Winter-term classes begin.

January 18, 2013

- Last day for registration for winter term courses.
- Last day to change courses or sections for winter term courses.

January 31, 2013

- Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.

February 1, 2013

- Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the 2013-14 fall/winter session.

February 15, 2013

- April examination schedule available online.

February 15-23, 2013

- Fall-term deferred examinations will be written. Examinations are normally held in the day and evening during the Monday to Saturday period. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

February 18, 2013

- Statutory holiday. University closed.

February 18-22, 2013

- Winter Break, classes suspended.

March 1, 2013

- 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 2013-2014 fall/winter session.

- Last day for receipt of applications for admission to a program for the 2013 summer terms.

March 8, 2013

- Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

March 27, 2013

- 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).

March 29, 2013

- Statutory holiday. University closed.

April 1, 2013

- Last day for receipt of applications for admission to a program (except Bachelor of Architectural Studies, Bachelor of Humanities, Bachelor of Industrial Design , Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, Bachelor of Music, and Bachelor of Social Work, for the 2013-2014 fall/winter session, from candidates whose documents originate outside Canada or the United States.

April 10, 2013

- Winter term ends.
- All classes follow a FRIDAY schedule.
- Last day of fall/winter and winter-term classes.
- 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 11-12, 2013

- Review period. No classes take place.

April 13-27, 2013

- Final examinations in winter term and fall/winter courses may be held. It may be necessary to schedule examinations during the day for classes held in the evening and vice versa. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

April 27, 2013

- All take home examinations are due on this day.