

Carleton UNIVERSITY

SPROTT SCHOOL OF BUSINESS
SCSE•CSES

Learning Objectives for Entrepreneurship Courses at Sprott School of Business, Carleton University

HEC Montréal – 20 août 2013
Journée de ressourcement pédagogique - IPEE
Innovations pédagogiques dans l'enseignement de l'entrepreneuriat

François Brouard, DBA, FCPA, FCA
Sprott Centre for Social Entreprises (SCSE) /
Centre Sprott pour les entreprises sociales (CSES)

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Entrepreneurship Programs at Sprott

- Designed for students to gain an understanding of the entrepreneurial process, as well as to develop the critical skills and capabilities required for careers in entrepreneurship and small business management
- Emphasized experiential learning by offering an opportunity to design and create your own business

ENT
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Undergraduate Business Degrees Minor and B.Com. Concentration

- BUSI1003** (Accounting)
- BUSI2101** (Org Behavior)
- BUSI2103** (Marketing)

Minor in Entrepreneurship

- BUSI2800 Entrepreneurship**
- BUSI3600 Entrepreneurial Strategies**
- BUSI3810 Business Development**
- BUSI3820 Practicum in Business Design**
- BUSI4810 Practicum in Business Creation**

+ Courses in the B.Com program B.Com Concentration

- BUSI4105 Managing Change
- BUSI4119 Practicum in Management
- BUSI4600 Special topics in Entrepreneurship
- BUSI4607 Management of Technology & Innovation
- BUSI4708 International Expansion & Innovation
- Approved elective

Minor: 2.5 core ENT + 1.5 core business; Conc: 2.5 core ENT + 1.5 ENT electives

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Core ENT courses progression

	Year 2	Year 3	Year 4
Fall	2011 BUSI2800 Entrepreneurship	2012 BUSI3810 Business development	2013 BUSI4810 Practicum in Business Creation
Winter	2012 BUSI3600 Entrepreneurial Strategies	2013 BUSI3820 Practicum in Business Design	

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Learning objectives for ENT note Content

- Note: 42 pages document
- Aim: Help students and instructors
- Components for each course
 - University calendar description
 - Overall course objectives
 - Learning objectives for each module
 - Structure

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Specific Learning Objectives

- Competency levels (3 levels - A, B, C) (like the CPA framework)
- Number for each LO
- Action verbs

Business Vision, Mission, Identity and Values		
LO no	Learning objectives	Level
A-8-1	Define and explain the notions of vision	B
A-8-2	Define and explain the notions of mission	B
A-8-3	Analyze actual visions and missions	C
A-8-4	Define and explain the notion of identity	C
A-8-5	Define and explain the notion of values	A

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Learning Objectives 2800

- Focus: Idea generation, identification and validation, business models, initial strategies and screening
- 110 Learning objectives in 14 Modules

L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	L11	L12
		discovering opportunities		business models		screening				presentation	
intro A-2	A-3 A-4	A-5 A-6	A-7	A-8 A-9	A-10	A-11 A-12	A-13 A-14	A-15 review		pres	pres

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Learning Objectives 3600

- Focus: Functional areas and tools for implementing new ventures and managing small businesses
- 162 Learning objectives in 15 Modules

L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	L11	L12
		approaches			management issues			legal			
intro B-2	B-3 B-4	B-5 B-6 B-7	B-8 B-9	B-10	B-11	B-12	B-13	B-14	B-15 B-16	review pres	

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Learning Objectives 3810

- Focus: strategy, marketing strategies, financial strategies, growth, expansion and exit options
- 128 Learning objectives in 15 Modules

L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	L11	L12
		strat		marketing strategies			financing strategies				
intro C-2	C-3 C-4	C-5	C-6 C-7	C-8 C-9	C-10 C-11	C-12	C-13	C-14	C-15	C-16 review	

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Learning Objectives 3820

- Focus: Practicum – Designing a business project, including preparing a business plan
- 159 Learning objectives in 20 Modules

L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	L11	L12
	business model		feasibility study			business plan					
intro D-2	D-3 pres	D-4 D-5 D-6 D-7	D-8 pres D-9	D-10 D-11 D-12 D-13	D-14 D-15 D-16 D-17	D-18 D-19	D-20 review	D-21 pres			

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Learning Objectives 4810

- Focus: Practicum – Implementation and operational challenges of starting a business
- Options (only 4 students in Fall 2013):
 - BUSI4810 + Micro-financing with LTW (LTW = Lead to Win program at Carleton)
 - BUSI4810 + no financing for students
 - Work on another entrepreneurial project
 - Work on multiple projects – Help support
 - Substitute an Elective for BUSI4810

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Sprott Centre for Social Enterprises
Centre Sprott pour les entreprises sociales

François Brouard, DBA, FCPA, FCA
Sprott School of Business, Carleton University
Professeur agrégé / Associate Professor
1725 Dunton Tower, 1125 Colonel By Drive
Ottawa (Ontario) CANADA K1S 5B6
(613) 520-2600, ext. 2213
Fax : 613.520.44.27
francois_brouard@carleton.ca
http://sprott.carleton.ca/~fbrouard/

 **@ProfBrouard**

Directeur /Director
Sprott Centre for social enterprises (SCSE)
Centre Sprott pour les entreprises sociales (CSES)

<http://sprott.carleton.ca/~fbrouard/ ent/>