



# **BUS 390 – 1**

## **New Ventures & Social Entrepreneurship**

Number of credits: 3

Prerequisite:  
BUS100

Semester: Fall, 2015  
Days: Wed/Fri, 3:45PM-6:00PM  
Room: L2084  
Lab – day: TBA  
Lab–Room: TBA

Instructor: David Iremadze  
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Office hours: Wed, PM-5:00PM or by appointment

### **Course Description:**

“This course is a study of the nature and background of entrepreneurship and the process involved in new venture creation. This course also covers basics of particular type of transformative entrepreneurship – social entrepreneurship, its distinguishing characteristics and processes.”

### **Further Course Information:**

Entrepreneurship is highly ACTION oriented endeavour. Therefore, the course is highly practical in nature. Focus is on developing an entrepreneurial spirit through learning by doing. This involves learning-on-the-go and learning from trial-and-error accompanied by feedback. The course emphasizes application of design thinking principles and effectual logic characterized by ideation, experimentation, reflective thinking, flexibility and collaboration. As a result, the expectation is that students will start developing an entrepreneurial spirit - specifically “initiative, imagination, flexibility, creativity, a willingness to think conceptually, and the capacity to see change as an opportunity” (Bygrave, circa 1990). The motto for the course is “**SEE OPPORTUNITY – TAKE ACTION.**”

### **Expected Learning Outcomes:**

It is the aim of the course that students acquire the following skills:

1. Understanding and applying core ideas, theories and models of new venture development (idea-to-venture

### **Important Dates:**

First day of classes: September 9, 2015  
Registration revision period: September 20, 2015  
Last day to request revised examination: October 26, 2015  
Last day to withdraw from course: November 12, 2015  
Last day to apply for time extension for coursework: November 23, 2015  
Last day of classes: December 14, 2015

**Final Exam: Sat, Dec. 19, 2015**  
**Time: 9:00AM-12:00PM**  
**Room: A2212**

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process) – using both effectual & causal logics, as well as that of social entrepreneurship.

**ASSESSMENT: Social entrepreneurial idea elevator pitch development and presentation; high-stakes final exam; and, group service-learning project to develop a business model for a local business;**

2. Develop skills and efficacy for generating & presenting “elevator pitches”.

**ASSESSMENT: Social entrepreneurial idea elevator pitch development and presentation;**

3. Develop skills and efficacy for experimentation and creativity with the help of visualization and reflective techniques.

**ASSESSMENT: Portfolio of reflective, handwritten diary entries; Social entrepreneurial idea elevator pitch development and presentation; group service-learning project to develop a business model for a local business;**

4. Understand and apply dual value creation framework for hybrid, social entrepreneurial organizations

**ASSESSMENT: Social entrepreneurial idea elevator pitch development and presentation; group service-learning project to develop a business model for a local business;**

5. Develop skills and efficacy for effective use of the “Business Model Canvass” tool.

**ASSESSMENT: Social entrepreneurial idea elevator pitch development and presentation; group service-learning project to develop a business model for a local business;**

## **Requirements:**

**This is a three credit-hour course. This determines the following workload expectation: CLASS MEETS TWO TIMES A WEEK FOR 75 MINUTES EACH TIME. IN ADDITION, IN ORDER TO SUCCEED IN & ENJOY THIS COURSE, PLEASE, BUDGET MINIMUM OF 5-6 HOURS OF WORK TIME OUTSIDE THE CLASS EACH WEEK.**

You are required to: (a)attend and participate in class meetings; (b)complete reading and other homework assignments on time; and (c)be a fully engaged member of your team working on the assigned group projects.

## **Submission of Assignments:**

Assignments mostly will be submitted online. I will inform you whenever a paper copy of the assignment will be

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necessary. As a rule, no late assignment will be accepted. I may exercise my discretion accepting late work with or without penalty, depending on the circumstances, as long as you communicate with me about the issues and file the petition information form (see attachments).

**Attendance:**

You will find our classroom meetings informative and helpful. The expectation is that you will take full advantage of our meetings and in-class activities. While there is no direct penalty, per se, for non-attendance, the only way for you to earn points on the “Professionalism mark” is to show your commitment and diligence by always being punctual and in attendance; being prepared and enthusiastic to take part in class activities; collaborate with the fellow students and your instructor in making the class meetings as productive as possible..

**Evaluation:**

1. **DEVELOPING AND PRESENTING 60-SECOND “ELEVATOR PITCH” AS PART OF THE LION’S DEN SOCIAL INNOVATION CHALLENGE AT THE “SOUL OF THE NEXT ECONOMY” FORUM (work alone or in pairs): .....15%**
2. **PORTFOLIO OF REFLECTIVE, HADNRITTEN DIARY ENTRIES ON YOUR LEARNING & DEVELOPMENT, AND GROUP WORK DURING THE COURSE .....10%**
3. **FINAL EXAM: .....20%**
4. **PROFESSIONALISM: being PRESENT, engaged, respectful, active, ethical, honest, committed, well-organized, punctual, diligent, prepared, enthusiastic and cooperative member of our learning community: ..... 15%**
5. **VIDEO INTERVIEW WITH AN ENTREPRENEUR:..... 15%**
6. **GROUP SERVICE-LEARNING PROJECT – BUSINESS MODEL DEVELOPMENT & PRESENTATION FOR ENTREPRENEURIAL VENTURES IN OUR COMMUNITY (three teams of 4 students working with three local organizations) ..... 25%**

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TOTAL 100%

**Grade Summary:**

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent/exceeds expectations
90% to 94%	A	Excellent/fully meets expectations
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

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## Textbooks and Other Mandatory Resources:

### Core Textbooks (e-versions) for the course are:

- 1) "Effectual Entrepreneurship" by Stuart Read et al (\$36.50 for 180 day option);  
<http://store.vitalsource.com/search?q=Effectual+Entrepreneurship&search.x=61&search.y=13>
- 2) "Understanding Social Entrepreneurship by Kickul and Lyons (\$30.60U.S. for 120 day option);  
<http://store.vitalsource.com/search?q=Understanding+Social+Entrepreneurship+&search.x=27&search.y=14>
- 3) **"Business Plan, Business Reality" by Skinner (\$50.50US for 180 days)**  
<http://www.mypearsonstore.ca/bookstore/business-plan-business-reality-starting-and-managing-0133542599>

In addition to studying from the core textbook, the following resources are considered MANDATORY and will affect your academic success in this course:

- 1) Free BUSINESS MODEL CANVASS resources at <http://www.businessmodelgeneration.com/>
- 2) Handouts on design thinking, elevator pitch and sketching/visualization techniques
- 3) Any other incidental handouts or resources
- 4) **MOODLE:** *The course Moodle portal will be used to communicate any Changes or other pertinent reminders/information. Students are expected to check in regularly and read messages/posts received through Moodle. Within 24 hours of each class, the course Moodle page will display the summary of what took place at that class meeting, with the reminders for work you need to do prior to the next class meeting.*

## Outline:

***This may be subject to change. It is your responsibility to keep up-to-date on any changes.***

*The initial phase of the course is devoted to development of elevator pitch technique and Application of related basic skills of design thinking, business model canvassing, and dual value-creation logic. Next, the course will provide in-depth review of issues related to the development of social-purpose ventures. Final phase of the course will review the principles of effectual entrepreneurship as well as main components for a successful business plan.*

## Policies:

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (Cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, it is highly recommended that they forward all messages from the Ambrose account to the other account.

During the **Registration Revision Period** students may to enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date, please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a Request to Withdraw from a Course by the **Withdrawal Deadline**, please consult the List of Important Dates.

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Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. A grade of “W” will appear on the student’s transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Students, who find a conflict in their exam schedule must submit a **Revised Examination** Request form to the Registrar’s Office by the deadline date, please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

### **Electronic Etiquette**

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to engage in electronically-enabled activities unrelated to the class during a class session. Please turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Please do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

### **Academic Policies**

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

### **Extensions**

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a “**Course Extension**” from the Registrar’s Office. Requests for course extensions or alternative examination time must be submitted to the Registrar’s Office by the deadline date, please consult the List of Important Dates. Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control”.

### **Appeal of Grade**

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

### **Academic Integrity**

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else’s ideas, words, or work as one’s own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person’s ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student’s permanent record.

Students are strongly advised to retain this syllabus for their records.