

Course ID:	Course Title:	Fall 2020
BUS390	New Ventures & Social Entrepreneurship	Prerequisite: 30+ Credits Earned
		Credits: 3

Class Information		Instructor Information		Important Dates	
Days:	Wednesdays	Instructor:	Jason Orr, MBA	First day of classes:	Wed, Sept 9
Time:	18:45-21:45h	Email:	Jason.Orr@ambrose.edu	Last day to add/drop, or change to audit:	Sun, Sept 20
Room:	A2210	Phone:	587 707-4761	Last day to request revised final exam:	Mon, Nov 2
Lab/ Tutorial:	n/a	Office:	n/a	Last day to withdraw from course:	Fri, Nov 20
	By request only	Office Hours:	By request only	Last day to apply for coursework extension:	Mon, Nov 23
Final Exam:	No Final Exam			Last day of classes:	Mon, Dec 14

Course Description

This course is a study of the nature and background of entrepreneurship and the process involved from idea to opportunity to new business venture. Students are expected to study the dynamics of entrepreneurial ventures and apply learnings to validate their business ideas. The generation and validation of ideas and opportunities is discussed and applied. Students will develop a business model, validate it with potential customers and present their findings, along with formal elements of a business plan.

This course is highly practical in nature. Entrepreneurship is only learned by iterative application of theory and testing of ideas. This requires a willingness to feel vulnerable and uncomfortable, to talk to strangers, and adapt based on sometimes incomplete or confusing feedback. Trial-and-error is at the heart of every successful venture. Students are therefore expected to develop an appetite for risk – specifically the risk of being wrong, feeling inadequate, having one’s ideas exposed to the real world and rejected (or significantly changed through informed or incomplete feedback). New aptitudes developed will serve students well in a multitude of future settings as they grow in their careers.

Expected Learning Outcomes

1. Understand the entrepreneurship process
2. Be able to apply the entrepreneurship process to existing organizations (intrapreneurship)
3. Understand and be able to apply the Lean Canvas and Lean Startup methodologies to new ventures
4. Validate a business idea, support it with proper analysis, and present it rationally

Textbooks

Maurya, A. (2012). *Running Lean: Iterate from Plan A to a Plan That Works*. Sebastopol (CA): O'Reilly Media, Inc.

Ries, E. (2011). *The Lean Startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. New York: Crown Business/Random House.

Course Schedule

Note: The dates and order of topics outlined below may be subject to change at the instructor's discretion throughout the term (and likely will change!). The detailed course schedule and weekly reading list on Moodle will be updated regularly and should be referred to throughout the course.

Evaluation

The following is a summary of all evaluation methods and relative weights for the course. **See the course schedule for any updates on timing.**

Evaluation Method	Weight	Date Due
Attendance and class participation (including online discussion postings)	15%	Throughout semester
Assignments (4)	35%	To be posted on course Schedule
Term project	50%	To be posted on course Schedule

Note: To pass the course, students must achieve an overall grade of at least 50% and receive a passing grade on the average of all individual assignments.

Assignments are due by the day/time to be specified on Moodle. Any late assignments will be docked 10% and an additional 10% for each subsequent day the assignment is late. A day is defined as a 24-hour period from the assignment due date. Any exceptions to this rule remain at my discretion.

Grade Summary:

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

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor’s assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Attendance & Class Participation (10%)

I like and expect participation in the classroom. Please come to class prepared to engage in conversations with myself and the other students. I will often bring forward real-world situations into the classroom, and expect students to avidly discuss the merits and alternatives of business decisions. The textbooks will be extremely valuable to our learning this semester, but I am more interested in everyone learning “how” to apply the textbooks to real-world business situations. The expectation is that students will learn from me, from the course materials, and from each other.

As such, every student is expected to attend all classes and participate actively in class discussions. In general, to “participate” means to contribute, in class, to the collective conversation. This requires that all of the readings be completed in advance of all of the classes. If you do not complete these readings, it will be obvious in the class discussions, and I may note that class as an absence.

For the classes with guest speakers, I will expect all students to come prepared with questions about topics pertaining to the guest speaker’s expertise. You will be provided with information about the guest speakers ahead of the class they speak in. Before class, you will be expected to turn in an index card with at least one question for the guest speaker. I will do my best to ask the guest speaker this question in class. I will also use these cards as I grade your participation for that class.

If external circumstances or illness prevent you from attending or adequately preparing for a class, please **email me ahead of class time** so that this can be taken into account. It remains my sole discretion to determine whether any absence(s) will affect the attendance component of the final grade.

Grading Rubric – Class Participation/Attendance (10%)

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
<p>Group Discussions and Contribution Quality (100%)</p> <p>Quality (depending upon context) is exemplified, but not limited to, the following: pursues thoughtful and rigorous lines of discussion, addresses relevant issues, builds on others' ideas, synthesizes across readings and discussions, challenges assumptions and perspectives, expands the group's/class' perspective.</p>	<p>Attends all or most classes</p> <p>Contributes great effort to group discussions; shares thoughts and ideas; is always prepared to respond to impromptu in-class questions. Input is always of high quality.</p>	<p>Attends most classes</p> <p>Contributes good effort to group discussions; mostly shares thoughts and ideas; is mostly prepared to respond to impromptu in-class questions. Input is mostly of high quality.</p>	<p>Misses many classes</p> <p>Contributes occasionally to group discussions; occasionally shares thoughts and ideas; is sometimes prepared to respond to impromptu in-class questions. Input is occasionally of high quality.</p>	<p>Misses many classes</p> <p>Seldom contributes to group discussions; seems disinterested; is not prepared to respond to impromptu in-class questions. Input is seldom or not of high quality.</p>

Assignments

In general, assignments will require reading, critiquing, and applying the textbooks to our business idea(s), preparing for and attending classes (especially with guest speakers), in addition to practical requirements to develop your term project such as validating desirability and viability of your business idea.

Deliverables: details will be forthcoming on Moodle as classes progress.

Grading Rubric

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Critical Thinking (80%)	Student goes above and beyond in summarizing, analyzing and applying content presented by instructor, guest speakers and textbooks. Student is critical and professional in evaluating and applying content and research to their own business idea(s).	Student somewhat critically identifies and applies concepts to his/her own business idea.	Student offers limited analyses and evaluations, and superficially applies concepts to his/her own business idea.	Student does not critically apply the concepts to his/her own business idea.
Mechanics (20%)	Review demonstrates mastery over the basics in sentence completeness, structure, variety, word choice, punctuation, and writing style. To get 100%: Review is perfect mechanically	Review displays good control over mechanics, although some areas may still need sentence-level revision. Minor errors do not detract from readability and usability of the work.	Review shows that mechanics are an area of concern. Review contains a moderate number of grammatical, punctuation, spelling, formatting and writing style errors.	Review lacks basic control over mechanics and contains excessive proof-reading errors.

Ambrose University Academic Policies:

Communication

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, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may 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 or record. 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" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their 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.

Exam Scheduling

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) the student has 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 use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. 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. Some professors will not allow the use of any electronic devices in 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 (information about an individual that may be used to identify that individual) may be required 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.

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 Registrar's Office in writing and providing the basis for appeal 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. 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 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 acknowledge 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. 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.

Mental Health Support

All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:

- Counselling Services: ambrose.edu/counselling
- Peer Supportive Listening: One-to-one support in Student Life office. Hours posted at ambrose.edu/wellness.
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention and Mental Health First Aid. See ambrose.edu/crisis support for a list of staff members.

Off Campus:

- Distress Centre - 403-266-4357
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support

All staff, faculty, and Residence student leaders have received *Sexual Violence Response to Disclosure* training. We will support you and help you find the resources you need. There is a website with on and off campus supports – ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:

- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888

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