Entrepreneurship

Marketing and Management Studies

Course Number:	**Co-Requisites:**	**Pre-Requisites:**
MGT1114	N/A	N/A
Applicable Program(s):	**AAL:**	**Core/Elective:**
1313X01FWO - Entrepreneurship Acceleration	1	Core
Prepared by:	Christopher Doré, Professor	
Approved by:	Peter Nicholas Fortura, Academic Chair	
Approval Date:	Thursday, June 16, 2016	
Approved for Academic Year:	2016-2017	
Normative Hours:	45.00	

Course Description

Entrepreneurship is a powerful force driving innovation, productivity, job creation and economic growth in Canada, as well as across the globe. Students evaluate the risks, opportunities and rewards of a start-up and explore how to manage a new product development from conception to commercialization. With the help of industry experts, entrepreneurial case studies, mentorship, online collaborative tools and design thinking methodology, students examine the framework and methods for designing, developing and implementing an innovative product, service or idea.

Relationship to Vocational Learning Outcomes

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

1313X01FWO - Entrepreneurship Acceleration

VLO 1	Evaluate a business plan and the viability of the commercialization of an innovation using various business models. (T,A)
VLO 2	Formulate and execute customer-service approaches to meet the needs of internal and external stakeholders. (T,A)
VLO 3	Employ marketing management strategies in the planning, directing, and controlling of an enterprise. (T,A)
VLO 4	Interpret and apply legal and professional standards, practices and protocols within an entrepreneurial venture. (T,A)

Course Learning Requirements/Embedded Knowledge and Skills

When you have earned credit for this course, you will have demonstrated the ability to:

1.) Generate ideas, identify opportunities, analyze and evaluate alternatives.

Identify entrepreneurial opportunities in Canada and abroad.

Interpret and assess key industry and business trends required to evaluate different entrepreneurial pathways.

Compare and contrast business alternatives for a range of different types of start-ups and industry environments.

Create and propose new start-up business pathways for organizational sustainability, profitability, and success.

Justify and support key decisions that determine the future pathway for a new venture.

2.) Assess and evaluate the viability of a new venture opportunity

Identify and describe new market opportunities, value propositions, and the competitive advantage of a new venture in Canada and abroad.

Determine the key elements in the assessment of the viability of a new venture opportunity.

Examine and assess the real-world factors that influence decisions to pursue new business and start-up opportunities.

Categorize and prioritize the essential elements in new venture evaluation in accordance with industry standards.

3.) Critically analyze the launch of a new venture, from pre-start-up through to the launch

Define and describe the entrepreneurial process for the launch of new venture in Canada and abroad.

Examine and assess the real-world factors affecting the successful launch of a new venture

Illustrate and outline entrepreneurial best practices for successfully launching a new venture.

Distinguish among the multiple stakeholder perspectives involved in the new venture creation process

4.) Interpret qualitative and quantitative information for decision making.

Identify and state key entrepreneurial, industry, and consumer data and trends in Canada and abroad

Describe and discuss the critical role of data in driving, supporting, and reinforcing entrepreneurial decision-making

Examine and prepare insights into the new venture decision-making process utilizing contemporary data and trends.

Reinforce the significance of using qualitative and quantitative data in entrepreneurial decision-making

5.) Recommend strategies to creatively organize, lead and assume the risks of an organization.

Identify and state a range of risk and liability issues involved in the new venture creation process in Canada and abroad.

Describe and discuss the real-world factors influencing risk in entrepreneurial business environments.

Assess and choose risk management and mitigation strategies and tactics for different start-up environments.

Classify and distinguish among the different levels of risks in the new venture business environment

Creatively build and innovate upon entrepreneurial and industry risk management frameworks, strategies, and best practices

Learning Resources

New Venture Creation, 2nd Canadian Edition

Stephen Spinelli, Prescott C. Ensign, & Roberts J. Adams (2014)

ISBN-13: 9780071051460

Additional readings, supplemental resources, case studies, and learning technologies will be provided and access through Blackboard.

Learning Activities

Technology-enhanced learning activities

Interactive classroom lectures and discussions

Applied learning simulations and role-playing

In-class and online workshops

Group learning activities

Readings

Teamwork

Case studies

Presentations

Guest speakers

Self-directed learningClass sessions will be devoted to applying and expanding upon the material covered in assigned readings. It is the responsibility of each student to be prepared for each session as detailed in the course outline and schedule. It is expected that each student will come to class with a thorough understanding of the readings and resources assigned for that class. The objectives of the lectures and discussions are to enhance comprehension of the material and to apply contemporary frameworks and concepts to entrepreneurship opportunities and challenges in Canada and abroad.

Evaluation/Earning Credit

The following list provides evidence of this course's learning achievements and the outcomes they validate:

Participation (10%)

Validates Outcomes: CLR 1, CLR 2, CLR 4

Hybrid Assignment(s) (20%)

Validates Outcomes: CLR 2, CLR 4, CLR 5

Evaluation Assignment(s) (15%)

Validates Outcomes: CLR 1, CLR 2, CLR 4, CLR 5

Project(s) (25%)

Validates Outcomes: CLR 1, CLR 3, CLR 4

Practical Project(s) (20%)

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5

Journal/Reflective Assignment(s) (10%)

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5

Prior Learning Assessment and Recognition

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:
- Other: Panel Interview
- Challenge Exam
- Performance Test
- Project/Assignment

Course Related Information

Tentative Workload Schedule
A proposed weekly workload schedule has been posted on Blackboard under Course Information.

Retain this Course Outline
It is the responsibility of the student to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Respect for Confidentiality
Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and

practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

Program Coordinator

Wendy Threader, Room B426C ,727-4723 ext.6395 threadw@algonquincollege.com

Department Related Information

School of Business Procedures

The School of Business Procedures file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Policies and Directives or elaborate on them.

Student Academic Responsibilities

Each student is responsible for:

• Knowing the due dates for marked out-of-class assignments.

• Knowing the dates of in-class marked assignments and exercises.

• Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.

• Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;

• Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.

• Participating in on-line and classroom exercises and activities as required.

Exemptions

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

Withdrawing From The Course

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding $25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable

conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, please refer to Algonquin College Policy HR22: Harassment and Discrimination found at http://www2.algonquincollege.com/directives/policy/hr22-harassmentdiscrimination/, and Policy HS03: Workplace Violence Prevention found at http://www2.algonquincollege.com/directives/policy/workplace-harassment-violence-prevention/.

Plagiarism Detection Software

"Turnitin" and "Safe Assign" plagiarism detection software is in use in the School of Business. Professors may require students to submit their work for review. Students are accountable to Plagiarism Policy AA20 found at http://www2.algonquincollege.com/directives/policy/plagiarism/

Retention of Student Work

Students are advised that original, electronic, or copied samples of their work may be retained for the purpose of program quality review by assessment panels. Unless students have otherwise granted permission, anonymity will be respected for all work retained for the purpose of quality review. Original work samples, may be retained with student agreement and will be returned to students upon request.

Academic Probation or Withdrawal from Academic Program

As per College Policy AA14, which can be found at http://www3.algonquincollege.com/directives/policy/aa14-grading-system/

"A student is on academic probation when the term cumulative grade point average falls below 1.7, or when a student carries 2 or more "F" grades. A student on academic probation may continue in the program, subject to conditions set by the Academic Administrator. In some cases, there may be program specific progression requirements which supersede the foregoing.

The transcript message reads:
Academic Probation - Please see your Program Coordinator"

"A student on probation may be required to:
a. reduce his/her course load,
b. withdraw from full-time status within the program, or
c. withdraw completely from the program.

A student required to withdraw completely from Level 01 must reapply through the Ontario College Application Services. A student required to withdraw from an advanced level of the program must have the approval of the Academic Administrator prior to resuming his/her studies."

College Related Information

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Email

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Students with Disabilities

If you are a student with a disability, you are strongly encouraged to make an appointment at the Centre for Accessible Learning to identify your needs. Ideally, this should be done within the first month of your program, so that a Letter of Accommodation (LOA) can be provided to your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

Academic Integrity & Plagiarism

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Policies AA18: Academic Dishonesty and Discipline and AA20: Plagiarism

Student Course Feedback

It is Algonquin College's policy to give students the opportunity to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy AA25: Student Course Feedback

Use of Electronic Devices in Class

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Policy AA32: Use of Electronic Devices in Class

Transfer of Credit

It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Note: It is the student's responsibility to refer to the Algonquin College Policies website for the most current information at http://www.algonquincollege.com/directives/

Grade Scheme

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90% - 100%	4.0	A	85% - 89%	3.8
A-	80% - 84%	3.6	B+	77% - 79%	3.3
B	73% - 76%	3.0	B-	70% - 72%	2.7
C+	67% - 69%	2.3	C	63% - 66%	2.0
C-	60% - 62%	1.7	D+	57% - 59%	1.4
D	53% - 56%	1.2	D-	50% - 52%	1.0
F	0% - 49%	0	FSP	0	0

Other Information

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

Legend

Terms
•ALO: Aboriginal Learning Outcome
•Apprenticeship LO: Apprenticeship Learning Outcome
•CLR: Course Learning Requirement
•DPLO: Degree Program Learning Outcome
•EES: Essential Employability Skill
•EOP: Element of Performance
•GELO: General Education Learning Outcome
•LO: Learning Outcome
•PC: Program Competency
•PLA: Prior Learning Assessment
•PLAR: Prior Learning Assessment and Recognition
•VLO: Vocational Learning Outcome

Assessment Levels
•T: Taught
•A: Assessed

•CP: Culminating Performance