



Instructor: Tyler Hummel, M.Sc.
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Office Hours: By appointment.

Lecture: Wednesday, 7:00pm-9:50pm, MCKN 227.

Course Description and Objectives (from the Academic Calendar)

This course examines the role and effect of small business in Canada, and, in doing so, helps marketing students appreciate the challenges involved in having full responsibility for a business and/or for creatively moving a business forward. The course focuses on the analysis of entrepreneurial skills and, through the development of the business plan, the steps involved in starting a new venture or increasing the size of a business.

Tyler's Course Description

MCS*4100 isn't just about business plans or the formal steps required to secure funding and launch a startup. We focus on entrepreneurial thinking; whether it be used for launching a startup, improving an existing business where you might be employed or wherever you might find yourself. You'll be introduced to a variety of tools and ways of thinking, we'll explore other startups and ways to present your ideas with impact. Ultimately, this course will let you practice using an entrepreneurial mindset and, perhaps most importantly, expressing yourself within and in front of business groups.

Course Books

Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. Hoboken, NJ: Wiley ISBN: 978-0470-87641 (~ \$28 from Amazon.ca)

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2014). Value Proposition Design. Hoboken, NJ: Wiley. ISBN: 978-1-118196805-5 (~ \$31 from Amazon.ca)

Pink, D. (2008). The Adventures of Johnny Bunko. New York: Riverhead Books. ISBN: 978-1594482915 (~\$13 from Amazon.ca)

Academic Freedom

Academic freedom is at the core of university studies and research. As such, you will find that Professors may differ in their approach to teaching a specific subject. You should be aware that different sections of the same course that are taught by different Professors, in different semesters, or in different environments (e.g. Distance Education) may have different textbooks, different grade assessment methods, and different grading schemes

Online Communication

General course-related questions can be posted to the forum on Courselink. I will monitor the forum, but you should feel free to respond to questions posted by your classmates – in this course especially, there will be a lot of value in this! If you have a specific question related to one of your assignments or grades, then email me directly.

Referencing

Since assignments in this course will require additional reading and research, students will be required to appropriately cite their resources. References and in-text citations must follow the American Psychological Association (APA) style guide. If you need help finding resources for this course you can visit the Library, or use one of the online options: http://www.lib.uoguelph.ca/assistance/ask_us/

Evaluation Procedure

For your convenience, the semester is broken down into three “trimesters”, such that there will only be three due dates in this course. All assignments for a given trimester will be due at midnight on Friday to end each week (with the exception of trimester 3, where all assignments are due at midnight after the Gryphon’s Den pitch, as well as the “Business Idea Pitch” which will be done in class on September 27). The schedule is as follows:

	Date	Assignment	Ind/Group	Weight
T1	October 6	Thinking About Jonny Bunko	Individual	5%
		Business Model Canvas	Individual	15%
		Business Idea Pitch (in class on Sept. 27!)	Individual	5%
		Portfolio T1	Group	5%

	Date	Assignment	Ind/Group	Weight
T2	November 3	Value Proposition Canvas	Individual	15%
		Portfolio T2	Group	25%

	Date	Assignment	Ind/Group	Weight
T3	November 29	Foundation Video Exercise	Individual	5%
		Portfolio T3	Group	10%
		Final Pitch (Gryphon’s Den)	Group	15%

The Portfolio

You’ll notice that you’ll be handing in “a portfolio” three separate times throughout the semester. This is the central component to the course – a running collection of all materials, thoughts, research and work put into your business idea throughout the semester. A dropbox will be set up online, and you should include any and all materials that you used as you’ve refined your business model: word documents, excel sheets, pictures of whiteboards, napkin drawings or post-it notes, etc. Even videos of an important group discussion or a profile-style video explaining a process are encouraged! There will be formal components that must be included (business model canvas, value proposition canvas, etc.) but this portfolio should show all of the work that went into your idea throughout the semester. It’s about the process!

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Class Schedule

Trimester	Concept, Material and Activities	Dates	Reading/Reference
T1	<ul style="list-style-type: none"> Introduction Business Plan vs. Business Model 	September 13	<u>Get access to course books – quickly!</u>
	<ul style="list-style-type: none"> Business Model Canvas 	September 20	<i>Business Model Generation</i> - Chapter 1 (p.14-51) <i>Adventures of Jonny Bunko</i>
	<ul style="list-style-type: none"> Rocket pitch event! (5%) Group Formation Customer Development 	September 27	<i>Business Model Generation</i> – Chapter 2 (p52-119)
	<ul style="list-style-type: none"> Customer Development (cont.) Business Model Environment 	October 4	<i>Business Model Generation</i> – Chapter 4 (p.200-211)
T2	<ul style="list-style-type: none"> Value Proposition 	October 11	<i>Value Proposition Design</i> – Chapters 1 and 2 (p.1-171)
	No class – Tyler out of town	October 18	<i>Business Model Generation</i> – Chapter 3 (p.161-195)
	<ul style="list-style-type: none"> MVP 	October 25	<i>Business Model Generation</i> – Chapter 3 (p.161-195) <i>Value Proposition Design</i> – Chapter 2 (p.64-171)
	<ul style="list-style-type: none"> Hypothesis Testing 	November 1	<i>Value Proposition Design</i> – Chapter 3 (p.172-253)
T3	<ul style="list-style-type: none"> Customer Validation 	November 8	<i>Value Proposition Design</i> – Chapter 3 (p.172-253) TBD – Effective Presentations
	<ul style="list-style-type: none"> Practice Pitches 	November 15	<i>Business Model Generation</i> – Chapter 4 (p.212-225)
	<ul style="list-style-type: none"> Pivot or Proceed 	November 22	<i>Business Model Generation</i> – Chapter 4 (p.212-231)
	Gryphon’s Den!	November 29	

Late Submission

Assignments will be accepted after the due date but a late penalty of 10% per day will be applied for each day that the assignment is late.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Drop Date

The last date to drop one-semester courses, without academic penalty, is November 3, 2017. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/>