

**MCS\*4100 - ENTREPRENEURSHIP**  
**Winter 2020**  
**0.5 Credits**

### General Course Information

**Instructor:** Tyler Hummel, M.Sc  
**Email** hummel@uoguelph.ca  
**Office Location** MINS 213C, Ext 54180  
**Office Hours** By Appointment  
**Department/School** Marketing & Consumer Studies

**Class Schedule:** Thursday, 7:00-9:50pm, MINS 103

**Pre-requisites:** 15.00 credits including MCS\*3500

**Restrictions:** Registration in BCOMM.MKMN or BCOMM.MKMN:C.

### Course Description

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.

### Course Learning Outcomes

By the end of this course, you should be able to:

- 1) Think entrepreneurially, whether starting a business or working in an established one.
- 2) Present and express yourself in a business environment with impact.
- 3) Apply established terminology and frameworks to understand the go to market strategies of both young and mature businesses.
- 4) Embrace change and the importance of not attaching yourself to an initial idea or thought.

### Summary of Course Content and Materials

| Trimester | Concept, Material and Activities  | Dates      | Reading/Reference  |
|-----------|---|------------|--|
| T1        | <ul style="list-style-type: none"> <li>Introduction</li> <li>Business Plan vs. Business Model</li> </ul>                          | January 9  | <u><a href="#">Get access to course books – quickly!</a></u>                                     |
|           | <ul style="list-style-type: none"> <li>Business Model Canvas</li> </ul>   | January 16 | <i>Business Model Generation</i> - Chapter 1 (p.14-51)<br><i>Adventures of Jonny Bunko</i>       |
|           | <ul style="list-style-type: none"> <li>Rocket pitch event! (5%)</li> <li>Group Formation</li> <li>Customer Development</li> </ul> | January 23 | <i>Business Model Generation</i> – Chapter 2 (p52-119)   |
|           | <ul style="list-style-type: none"> <li>Customer Development (cont.)</li> <li>Business Model Environment</li> <li>Scrum</li> </ul> | January 30 | <i>Business Model Generation</i> – Chapter 4 (p.200-211)<br><i>Assigned online reading - TBD</i> |
| T2        | <ul style="list-style-type: none"> <li>Value Proposition</li> </ul>   | February 6 | <i>Value Proposition Design</i> – Chapters 1 and 2 (p.1-171)                                     |

|    |                       |             |  |
|----|-----------------------|-------------|--|
|    | • Customer Discovery  | February 13 | <i>Business Model Generation</i> – Chapter 3 (p.161-195)   |
|    | • MVP                 | February 27 | <i>Business Model Generation</i> – Chapter 3 (p.161-195)<br><i>Value Proposition Design</i> – Chapter 2 (p.64-171) |
|    | • Hypothesis Testing  | March 5     | <i>Value Proposition Design</i> – Chapter 3 (p.172-253)  |
| T3 | • Customer Validation | March 12    | <i>Value Proposition Design</i> – Chapter 3 (p.172-253)<br>TBD – Effective Presentations                           |
|    | • Practice Pitches    | March 19    | <i>Business Model Generation</i> – Chapter 4 (p.212-225)   |
|    | • Pivot or Proceed    | March 26    | <i>Business Model Generation</i> – Chapter 4 (p.212-231)   |
|    | Gryphon's Den!        | April 2     |  |

## Course Assessment

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 January 23). The schedule is as follows:

|                      |             |                             | Associated Learning Outcome | Due Date              |
|----------------------|-------------|-----------------------------|-----------------------------|-----------------------|
| <b>Assessment 1:</b> | 5%          | Business Idea Pitch         | 2                           | January 23 (in class) |
| <b>Assessment 2:</b> | 5%          | Thinking About Jonny Bunko  | 4                           | January 31            |
| <b>Assessment 3:</b> | 15%         | Business Model Canvas       | 1,3                         | January 31            |
| <b>Assessment 4:</b> | 5%          | T1 Portfolio (Group)        | 1,3                         | January 31            |
| <b>Assessment 5:</b> | 10%         | Value Proposition Canvas    | 1,3                         | March 6               |
| <b>Assessment 6:</b> | 25%         | T2 Portfolio (Group)        | 1, 3, 4                     | March 6               |
| <b>Assessment 7:</b> | 20%         | T3 Portfolio (Group)        | 1, 3, 4                     | April 2               |
| <b>Assessment 8:</b> | 15%         | Final Pitch (Gryphon's Den) | 1, 2                        | April 2               |
| <b>Total</b>         | <b>100%</b> |                             |                             |                       |

The 15% grade in T3 associated with the final pitch will be completed by the “Gryphon panel” of industry executives and entrepreneurs. They will rate your presentation and idea on several criteria, which will be shared with you in advance of the pitch.

To challenge a grade, you will be required to fill out a “Grade Challenge Form” which will be provided. If upon review of this form it is deemed that the challenge is of merit, I will review the grade but it will be subject to either an increase or decrease of grade, at my discretion.

## Portfolios

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. This can and will be different for each group based upon the challenges you encounter. While you will be provided a “checklist” of the bare minimum items to be included, you shouldn't view this as a be all and end all. It's about the process!

## Teaching and Learning Practices

### Lectures

This will be a workshop-style course, as you spend 12 weeks developing an evolving business idea. The typical week will include me briefly reviewing material from the assigned readings followed by a group activity as I make my way around the room, touching base with each group on their progress and challenges to date.

The vast majority of the work in this course will be done in groups. After week 3, every class will include some type of group activity or work period. As such, your attendance to each class is expected (with exceptions for illness, family emergencies, etc.). You will only be letting your groupmates down by not coming. While I do not take attendance, I do work directly with each group in almost every class – absences will be noticed.

The most important components that I strive to bring to this course are real-world principles. Coming from industry (as I teach only part-time and am not involved in academia), I believe I provide a unique perspective on what you can expect when entering the business world. You will notice I do things a bit differently, and it usually centres on bringing these values to life in the classroom. Examples include embracing ambiguity, doing your best to work effectively in teams (even when you might rather not) and presenting with impact. If you like rubrics and checking boxes for assignment “requirements”, you will not enjoy this course.

## Course Resources

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

The main books we will use in this course are:

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)

## Course Policies

### Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted

once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

#### Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

### 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:

### 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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

### Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

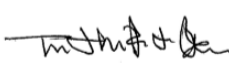
### Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### Drop date

The last date to drop one-semester courses, without academic penalty, is April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

|                                    |   |
|------------------------------------|---|
| <b>Date Submitted to Chair:</b>    |   |
| <b>Chair Signature (Approval):</b> |  |
| <b>Date Approved by Chair:</b>     | 11 <sup>th</sup> December, 2019   |