

General Course Information

Instructor:	Hai Tran, BComm., MSc., JD Candidate
Email:	Tranh@uoguelph.ca
Office Hours:	Zoom by appointment
Department/School:	Marketing & Consumer Studies
Class Schedule:	Wednesdays, 7-9:50pm
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:

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

Summary of Course Content and Materials

DATE	TOPIC	PRE-CLASS ACTIVITIES/READINGS	IN-CLASS ACTIVITIES & ASSESSMENTS
SEPT. 16	<ul style="list-style-type: none"> • Introductions and course overview • Introduction/networking assignment 	N/A	<ul style="list-style-type: none"> • Short introductory lecture • Going over the introduction/networking assignment
SEPT. 23	<ul style="list-style-type: none"> • Guest Speaker: Brittany Munroe from Bovjee Beauty Boutique • How to pitch business ideas 	N/A	<ul style="list-style-type: none"> • Introduction/networking Assignment due Sept. 23rd at midnight (5%) • Going over the Rocket Pitch Event assignment • Watch and analyze: https://www.youtube.com/watch?v=XWRtG_PDRik, https://www.youtube.com/watch?v=XWRtG_PDRik

			ch?v=P9t2I-rSpNg,
SEP. 30	<ul style="list-style-type: none"> How to pitch business ideas (recap) 	<ul style="list-style-type: none"> PREP: Rocket Pitch Event 	<ul style="list-style-type: none"> Rocket Pitch Event (5%)
OCT. 7	<ul style="list-style-type: none"> Business Model Canvas 	<ul style="list-style-type: none"> Readings: <i>Business Model Generation</i>: Chapter 1 (pg. 18 – 57) 	<ul style="list-style-type: none"> Group Formation Due (send email to TA of your finalized group)
OCT. 14	<ul style="list-style-type: none"> Business Patterns 	<ul style="list-style-type: none"> Readings: <i>Business Model Generation</i>: Chapter 2 (pg. 58 – 125) 	<ul style="list-style-type: none"> Going over the business model canvas assignment Lecture + group work
OCT. 21	<ul style="list-style-type: none"> Guest Speaker: Matthew Tsoumaris from Honeycomb Hospitality Business Design: Customer Insights, Ideation, Visual Thinking, Prototyping, Storytelling & Scenarios 	<ul style="list-style-type: none"> Readings: <i>Business Model Generation</i>: Chapter 3 (pg. 128 – 195) 	<ul style="list-style-type: none"> Business Model Canvas Assignment due Oct. 21 at Midnight (15%) Lecture + group work
OCT. 28	<ul style="list-style-type: none"> Value Proposition Canvas 	<ul style="list-style-type: none"> Readings: <i>Value Proposition Design</i>: Chapter 1 (pg. 3 – 60) 	<ul style="list-style-type: none"> Going over the Business Portfolio 1 assignment Lecture + group work
NOV. 4	<ul style="list-style-type: none"> Guest Speaker: Jim Estill from Danby Value Proposition Design: prototyping, starting points, understanding customers 	<ul style="list-style-type: none"> Readings: <i>Value Proposition Design</i>: Chapter 2 (pg. 64 – 120) 	<ul style="list-style-type: none"> Business Portfolio 1 due Nov. 4 at Midnight (15%) Going over the Value Proposition Canvas Assignment
NOV. 11	<ul style="list-style-type: none"> Value Proposition design: making choices, finding the right business model, designing in established organizations 	<ul style="list-style-type: none"> Readings: <i>Value Proposition Design</i>: Chapter 2 (pg. 120 – 170) 	<ul style="list-style-type: none"> Value Proposition Canvas Assignment due Nov. 11 at Midnight (15%) Lecture + group work
NOV. 18	<ul style="list-style-type: none"> Value Proposition Design: testing 	<ul style="list-style-type: none"> Readings: <i>Value Proposition Design</i>: Chapter 3 (pg. 172 – 252) 	<ul style="list-style-type: none"> Lecture + group work
NOV. 25	<ul style="list-style-type: none"> Work period 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Group work
DEC. 2	<ul style="list-style-type: none"> Gryphon's Den Pitch 	<ul style="list-style-type: none"> PREP: Gryphon's Den Pitch 	<ul style="list-style-type: none"> Gryphon's Den Pitch (15%) Business Portfolio 2 due Dec. 2 at Midnight (30%)

Course Assessments			
ASSIGNMENT	WEIGHT	INDIVIDUAL/GROUP	DUE DATE
Introduction/Networking Assignment	5%	Individual	Sept. 23 rd at Midnight
Rocket Pitch Event	5%	Individual	Sept. 30 th in Class
Business Model Canvas	15%	Individual	Oct. 21 st at Midnight
Business Portfolio 1	15%	Group	Nov. 4 th at Midnight
Value Proposition Canvas Assignment	15%	Individual	Nov. 11 th at Midnight
Business Portfolio 2 (Final)	30%	Group	Dec. 2 nd at Midnight
Gryphon's Den Pitch	15%	Group	Dec. 2 nd in Class
TOTAL	100%		

Portfolios

You'll notice that you'll be handing in a "business portfolio" two 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

This will be an online 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 work period as I make my way to each breakout rooms, 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 4, every class will include some type of group work period. As such, your attendance to each online class is expected (with exceptions for illness, family emergencies, etc.) You will only be letting your groupmates down by not attending. 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. I will try my best to bring in guest speakers who come from different business backgrounds and I believe these guests can provide a unique perspective on what you can expect when entering the business world. You will notice that I do things a bit differently, and it usually centers on bringing these values to life in class. 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

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2014). *Value Proposition Design*. Hoboken, NJ: Wiley. ISBN: 978-1-118196805-5

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:

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

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 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 December 4, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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