

Huron Brief Course Outlines

Fall/Winter 2023-2024

Course Title: MOS 3250A: Starting a Business or Social Enterprise

Course Number and Section

MOS

3250A - 550

Instructor Name(s): Richie Bloomfield

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

This course introduces students to the process of starting a business or social enterprise. Topics include identifying a value proposition; creating a business model and plan; financing, management, growth and exit strategies; and differences between for-profit business and social enterprises. The course prepares students for the challenges of founding and growing a new venture.

Prerequisite(s): Any one of the following courses: Business 1220E, Business 2257, MOS 2227A/B and MOS 2228A/B, GLE 2001F/G, or Entrepreneurial Thinking 2255F/G or permission from the instructor.

Learning Outcomes:

Use the business model canvas to develop a new business or social enterprise concept.

Develop and test assumptions about their business model.

Determine the feasibility, desirability, and viability of a business model.

Reflect on their knowledge of entrepreneurship, their values, their ability to work with others and the impact of their personal behaviour/contributions on team effectiveness.

Deliver engaging presentations.

Textbooks and Course Materials:

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley & Sons, Inc.
https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/r0c2m8/alma991044438045105163
Baehr, E., & Loomis, E. (2015). *Get Backed: Craft Your Story, Build the Perfect Pitch Deck, Launch the Venture of Your Dreams*. Harvard Business Review Press.
https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/v6pq4a/alma991045070021705163
Osterwalder, A., Pigneur, Y., Bernarda G., Smith A., Papadakos T., & Smith A. (2014). *Value proposition design: how to create products and services customers want*. John Wiley & Sons, Inc.
https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/r0c2m8/alma991045064018805163
These books are all available electronically through the Huron Library at no cost. If you wish to purchase a hard copy of the books, they are available online as well.

Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Field Notes and Presentations	Weeks 5 - 9	30%
Midterm Test	Week 6	10%
Final Presentations	Week 12	15%
Final Report	Week 12	25%
Individual Reflection Paper	Week 12	10%
Class Contribution	Ongoing	10%

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.