



## **COURSE OUTLINE**

### **MOS 3250B: Starting a Business or Social Enterprise**

#### **GENERAL INFORMATION**

Term: Winter 2023

Course Day and Time: Tuesday, 6:30pm – 9:30pm

Course Location: Frank Holmes Centre RM H220

Instructor Name: Richie Bloomfield

E-mail: rbloomfi@uwo.ca

Phone: 519-438-7224 x 345

Student Office Hours: Wednesdays 1:00pm – 1:30pm or by appointment

Office location: A300, Huron University College

#### **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): Business Administration 2257, or 2227A/B & 2228A/B or Entrepreneurial Thinking MOS 2255 or permission of the instructor.

#### **LEARNING OUTCOMES**

Upon successful completion of this course, students will be able to:

1. Use the business model canvas to develop a new business or social enterprise concept.
2. Develop and test assumptions about their business model.
3. Determine the feasibility, desirability, and viability of a business model.
4. 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.
5. Deliver engaging presentations.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate understanding of the course content, and meet all other course expectations of you as a student.

#### **REQUIRED COURSE MATERIALS**

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Toronto, ON.: Wiley.

Up-to-date information on class assignments, reports, tests and final exam is provided on the Business 1220E OWL site: <https://owl.uwo.ca>

#### **TEACHING METHODOLOGY AND EXPECTATIONS**

This course is designed to ensure maximum experiential learning and is pre-dominantly team based. Students are expected to complete all assigned class preparation. Each team will present their weekly learning about their business models. The very nature of the customer development/business model approach demands a high level of attendance, preparation, and contribution in class. In the limited time during each presentation, the instructor and other students will push, challenge, and question you to help you learn. It may be uncomfortable, but it isn't a judgment of you - it isn't personal.

Students are expected to be fully engaged in the entire learning process. This means that you must complete your research discovery activities each week prior to class and be prepared to present your findings to the class. It is essential that you get out of the classroom.

Check OWL regularly for weekly class schedule, information, lecture notes, reading and announcements regarding any changes to the class plan for the following week. Please note that you will have designated teamwork time during class to complete your business model report and presentations. You are expected to attend class and use this time to work on your projects.

### **COPYRIGHT AND INTELLECTUAL PROPERTY**

PowerPoint lecture slides and notes, lists of readings, in-class activities, assignment guidelines, and other components of the course materials are the intellectual property of the instructor.

Unauthorized reproduction through audio-recording, video-recording, photographing, sharing on social media, or posting on course-sharing websites is an infringement of copyright and is prohibited. Such action may be considered a Code of Conduct violation and lead to sanctions.

### **ATTENDANCE**

Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. For example, if you are unable to attend a class due to health-related or other compelling reasons, you are expected to advise your instructor in advance. Under University regulations, your instructor can determine at which point absenteeism has become excessive and thus can prevent you from passing the course. **At the discretion of individual instructors, any student who misses more than 25% of scheduled classes will receive a class contribution grade of 0 out of 10 for the course.**

### **APPOINTMENTS**

If you wish to meet with me to discuss course content or other matters, you can talk to me after class, drop-in at my regularly scheduled office hours. My office location, e-mail address, and office hour times can be found on the first page of this document.

### **EVALUATION**

This is a team-based course with 70% of your grade coming from your weekly team assignments, final team report and final team presentation. Teams will consist of three to five students. Please note that effective/functional teamwork is essential for a positive course experience. "Free riding" will not be tolerated. If a team is having serious challenges, their first step should be to discuss and attempt to solve these challenges within the team. If the challenge remains an issue, approach me as a team and I will investigate the issue. Each team member will also have an opportunity to voice any team functionality concerns in their interim and final reflection.

If a student continues to free ride after two warnings, they may be required to complete the work individually and/or may receive a grade adjustment.

Evaluation of the student is achieved through two mid-term exams, two written reports, a final examination, class contribution. The weightings of the graded requirements are:

<b><u>Evaluation</u></b>	<b><u>Weighting</u></b>
Field Notes and Presentations	30%
Midterm Test	10%
Final Presentations	15%
Final Report	25%
Individual Reflection Paper	10%
Class Contribution	<u>10%</u>
TOTAL	100%

Students must complete all evaluation components to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available, and tests and exams cannot be rewritten to obtain a higher mark. Once a student has written a test or examination, she is committed to the mark earned. Late assignments will receive a “0” unless the student has received an academic accommodation.

## **EVALUATION COMPONENT DESCRIPTIONS**

### **Class Contribution (10% Individual): Every Week**

Students’ contribution will be graded based on both attendance and on the questions, you ask of the presenting teams. All team members must be present for team presentations. Contribution will be graded for each class. Attending class is important but minimal credit will be given for attendance alone. Students are encouraged to speak to the instructor if they have concerns about their performance or if they would like to discuss strategies to support regular contribution. Comment quality will be the primary determinant of contribution grades, comprising learning environment, engagement in the classroom, sharing information, and critical thinking. Check OWL for detailed information on the calculation of class contribution.

It is difficult to assess the preparation and communication skills of a student who misses more than one-quarter of the class sessions. As a result, students who miss more than 25% of the total classes included in the contribution grading (classes where students do not have an opportunity to participate are not included in this calculation) will received a “0” for their contribution grade.

### **Field Notes and Presentations: Customer/Competitor/Partner Discovery Process (30% Team)**

Each week of the discovery process, teams will submit field notes summarizing their research of the week. In addition, each week of the discovery process, teams will present the lessons learned from their research of customers, competitors, or partners. Each presentation will be 10 minutes, followed by a 10-minute Q & A session - both the instructor and other students will ask questions. The most important aspect of the presentation will be what the team learned that made them change (iterate or pivot) their business model. See the weekly class schedule for presentation topics.

### **Midterm Test (10% Individual)**

The midterm test will occur during class time and will test material covered in the assigned readings, in-class discussions, videos, and PowerPoint slides from the beginning of the course.

### **Final Presentation: Business Model Pitch and Lessons Learned (15% Team)**

The student teams will then pitch their business models. Students will describe their mistakes, the pitfalls they discovered, and the pivots they made on the way to their final BMC. Students will respond to questions from the class and course instructor. Each team is expected to attend a “pitch camp” during week 12 of the course. Each team should have a first run through of their presentation ready including PowerPoint slides, product prototype or demo. This class counts as part of your class contribution grade. Detailed assignment information and a grading rubric will be provided on OWL.

### **Final Report: Business Model and Lessons Learned (25% Team)**

Each team will prepare a final report summarizing their business model. The assignment will be a maximum of 8 pages plus appendices which will include the BM Canvases developed through the semester, a cash flow analysis and final diagrams of the customer archetype, the pain/gain features diagram, diagram of your channels, diagram of get/keep/grow strategies, diagram of partner relationships. Detailed assignment information and a grading rubric will be provided on OWL.

### **Final Reflection (10% Individual)**

Each student will complete a final reflection report that will identify their insights around entrepreneurship

and working in teams and identify what they have discovered about themselves in the process. In addition, students will identify and explain any changes in their teams' functionality since their interim reflection. Lastly, students will need to provide one piece of advice to future MOS 3250B students that will enhance the learning experience for future students.

There is no final exam in this course.

### **Scholastic Offences, Plagiarism and Collusion**

Scholastic offences are taken seriously, and students are directed to read the appropriate policy, specifically, the definition of what constitutes a scholastic offence, at the following website:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/appealsundergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf)

Plagiarism is the submission of work that is in whole or in part someone else's work (including, but not limited to, text, calculations, and exhibits), which you claim as your own. Students must write their assignments, essays, reports, exams, etc. in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by using proper references such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required exams and reports may be subject to submission for similarity review to the commercial plagiarism detection software under licence to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently in effect between The University of Western Ontario and Turnitin.com ([www.turnitin.com](http://www.turnitin.com)).

Students may not pay for consultation or advice in the preparation of any of the reports.

### **ACADEMIC ACCOMMODATION**

If, on medical or compassionate grounds, a student is unable to complete a course component worth greater than 10 per cent of the final course grade, it is the responsibility of the student to consult with an Academic Advisor.

For academic accommodation to be considered for any course component worth less than 10 per cent of the final course grade, it is the responsibility of the student to approach the course instructor in a timely fashion (within two business days of the missed deadline). Also, whenever possible students should provide notification in advance of due dates or absence. Documentation may be required to be submitted to the academic advisor. If documentation is required, the request for accommodation will be decided by the academic advisor in consultation with the instructor. If documentation is not required, the instructor will make the final decision.

### **UNIVERSITY RESOURCES**

Students may wish to access registrar and wellness supports which can be found here:

<https://huronatwestern.ca/student-life-campus/student-services>.

### **CHAIR, MANAGEMENT AND ORGANIZATIONAL STUDIES**

Bill Irwin, phone: 519.438.7224x614 email: [birwin6@uwo.ca](mailto:birwin6@uwo.ca)



## **Appendix to Course Outlines: Academic Policies & Regulations Fall/Winter 2022-2023**

Huron will continue to follow the guidance of public health and government officials. It is anticipated that there will be no disruptions to in-person instruction. This is subject to change.

### **Student Code of Conduct**

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at:

<https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

### **Prerequisite and Antirequisite Information**

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

### **Attendance Regulations for Examinations**

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here: [Academic Calendar - Western University \(uwo.ca\)](#)

### **Statement on Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: [Academic Calendar - Western University \(uwo.ca\)](http://www.uwo.ca/academic_calendar) . The appeals process is also outlined in this policy as well as more generally at the following website: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/appealsundergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf).

### **Turnitin.com**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

### **Statement on Use of Electronic Devices**

It is not appropriate to use electronic devices (such as, but not limited to, laptops, tablets, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

### **Statement on Use of Personal Response Systems (“Clickers”)**

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

### **Academic Consideration for Missed Work**

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at: <http://academicsupport.uwo.ca/>.

### **Policy on Academic Consideration for a Medical/ Non-Medical Absence**

**(a) Consideration on Medical Grounds for assignments worth *less than 10%* of final grade: Consult Instructor Directly and Contact Academic Advising**

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may **not** collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

**b) Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising**

University Senate policy, which can be found at [Academic Calendar - Western University \(uwo.ca\)](#) requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

The documentation is submitted in confidence and will not be shown to instructors. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

**c) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email [huronsss@uwo.ca](mailto:huronsss@uwo.ca).**

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: [accommodation\\_medical.pdf \(uwo.ca\)](#). Consult [Huron Academic Advising at \[huronsss@uwo.ca\]\(mailto:huronsss@uwo.ca\)](#) for any further questions or information.

### **Support Services**

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at

[huronsss@uwo.ca](mailto:huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/> Office of the Registrar: <https://registrar.uwo.ca/>  
Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1> Academic Support & Engagement: <http://academicsupport.uwo.ca/>  
Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>  
Western USC: <http://westernusc.ca/your-services/#studentservices>

### **Wellness and Health Supports at Huron and Western**

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. All Huron staff and faculty have received training on responding to disclosures of Gender-Based Sexual Violence (GBSV); students should know that the Community Safety Office is a resource for survivors, providing support and, if desired, guidance while referring them to the further supports that they may require. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services:

[huronwellness@huron.uwo.ca](mailto:huronwellness@huron.uwo.ca) Community

Safety Office: [safety@huron.uwo.ca](mailto:safety@huron.uwo.ca)

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.

Western Calendar - Policy Pages -

[Academic Calendar - Western University \(uwo.ca\)](#)