

Brief Course Outline

Course Title: **Entrepreneurial Thinking**

Course Number and Section

MOS

2255F 550

Instructor Name(s): Dr. Matt Bazely

Instructor Email(s): matt.bazely@huron.uwo.ca

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

Course Description:

This course provides a broad overview of the principles, theories, and praxis of entrepreneurship, together with an understanding of the key tasks, skills, and attitudes required. It focuses on the logic of effectuation that serves entrepreneurs in the processes of opportunity identification and new venture creation based on existing resources. The ultimate purpose of this course is to equip you to identify and seize opportunities. A fundamental assumption of this course is that entrepreneurship can be learned. It is designed for students in the humanities, arts, sciences, and business who love the initiative, ingenuity, and excitement of putting creative ideas into action. You'll start an endeavor, but this class is not only about starting companies. It focuses more broadly on entrepreneurial skills and decision making you can use central to entrepreneurs, intrapreneurs and social innovators. This course provides a broad overview of the principles, theories, and praxis of entrepreneurship, together with an understanding of the key tasks, skills, and attitudes required.

Learning Outcomes: one outcome per entry

- Differentiate between predictive (managerial) and adaptive (entrepreneurial) approaches to decision-making and explain when each is appropriate in contexts of varying uncertainty.
- Compare and critically evaluate major theories of entrepreneurship, including Discovery Theory, Opportunity Creation Theory, Effectuation, Bricolage, Entrepreneurial Action Theory, and Entrepreneurial Intention Theory, and explain how each contributes to understanding entrepreneurial behaviour.
- Recognize entrepreneurial opportunities by applying observation, pattern recognition, and opportunity recognition frameworks to identify possibilities that others may overlook.
- Apply effectual reasoning and resource-based approaches to generate opportunities and make decisions under conditions of uncertainty and resource constraints.
- Demonstrate entrepreneurial action by engaging in experiential activities that emphasize experimentation, adaptation, reflection, and learning through action.
- Analyze entrepreneurial decisions and behaviours using established theoretical frameworks to explain how entrepreneurs recognize opportunities, mobilize resources, and adapt over time.

- Reflect on the development of their own entrepreneurial mindset and identify how their approach to opportunity recognition, uncertainty, and action has evolved throughout the course.

Textbooks and Course Materials:

There is no textbook required for this course, students will access readings through the library and in OWL Brightspace

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Entrepreneurial Thinking Baseline	Week 1	5%
Insight Statements	Week 2-5	15%
Class Contribution	Week 1-6	15%
Class Contribution	Week 7-12	15%
Entrepreneurial Documentary Project	Week 8	35%
Entrepreneurship Through Film Analysis	Week 10	10%
Becoming an Entrepreneurial Thinker (Metacognitive Reflection)	Week 12	5%

Saturday, August 22, 2026

Huron Brief Course Outline 2026/27

In-course Costs \$000.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

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