

Brief Course Outline

Course Title: **How to Start a Business / Social Enterprise**

Course Number and Section

MOS

3250A 550

Instructor Name(s): Dr. Matt Bazely

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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 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.

Learning Outcomes: one outcome per entry

Apply entrepreneurial frameworks to investigate existing business opportunities and assess their potential for growth, expansion, or social impact under conditions of uncertainty.

Develop and implement mixed-method research strategies that integrate customer interviews, field observation, AI-assisted research, secondary market research, competitor analysis, and financial analysis to investigate entrepreneurial opportunities.

Assess the credibility, quality, and limitations of multiple sources of evidence, including artificial intelligence, and synthesize findings to support informed entrepreneurial decision making.

Identify, test, and refine the critical assumptions underlying entrepreneurial opportunities using evidence gathered through customer discovery, market validation, and business model analysis.

Evaluate the market, operational, financial, and strategic feasibility of entrepreneurial opportunities and develop evidence-based recommendations regarding future investment or growth.

Prepare and present clear, persuasive, and evidence-based consulting recommendations using professional written reports, presentations, and supporting documentation appropriate for entrepreneurs, investors, and organizational decision makers.

Collaborate effectively within a consulting partnership by demonstrating professionalism, accountability, ethical decision making, constructive collaboration, and project management throughout a semester-long entrepreneurial investigation.

Integrate evidence from multiple sources to make well-reasoned entrepreneurial recommendations while recognizing uncertainty, acknowledging the limits of available information, and adapting conclusions as new evidence emerges.

Textbooks and Course Materials:

Aulet, B. (2013). *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. John Wiley & Sons.

An electronic version of this text is available through the Western University Libraries.

Blank, S., & Dorf, B. (2020). *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company* (2nd ed.). K&S Ranch.

Selected chapters from these texts will be assigned throughout the semester and made available through Western University Libraries.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Class Contribution	Week 1-6	15%
Class Contribution	Week 7-12	15%
Entrepreneurial Due Diligence Portfolio (4 submissions)	Week 3-7	50%
Investment Committee Presentation	Week 12	20%

Tuesday, August 11, 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.