

Brief Course Outline

Course Title: Rethinking Entrepreneurship

Course Number and Section

MOS

3398A 550

Instructor Name(s): Richard Bloomfield

Instructor Email(s): rbloomfi@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 critically explores the rise of entrepreneurship as a dominant cultural and economic framework. Drawing from political economy, media analysis, and cultural theory, students assess the promises and pitfalls of “innovation culture,” analyzing how entrepreneurial logics shape public policy, labour, identity, and the meaning of success.

Learning Outcomes: one outcome per entry

Interrogate the cultural, ideological, and historical dimensions of entrepreneurship through critical frameworks from political economy, sociology, and history.

Analyze contemporary entrepreneurial narratives in policy, media, and pop culture (e.g. Shark Tank, Silicon Valley).

Evaluate the promises and limitations of entrepreneurship as a response to systemic issues.

Demonstrate self-reflexivity in understanding how entrepreneurial ideals shape their own identities, aspirations, and critiques.

Collaborate on creative or experiential projects that challenge or reimagine dominant entrepreneurial logics.

Produce clear, compelling written arguments that draw on course texts, case studies, and original analysis.

Textbooks and Course Materials:

Julie Guthman: The Problem with Solutions: Why Silicon Valley Can't Hack the Future of Food - \$29.95

Madeleine Baker: Make Your Own Job: How the Entrepreneurial Work Ethic Exhausted America - \$25.95

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Class Contribution	Ongoing	20%
Case Study or Media Analysis		15%
Reflection Paper / Oral Exam		15%
Creative / EL Group Assignment		20%
Final Reflection Paper		30%

Wednesday, August 5, 2026

Huron Brief Course Outline 2026/27

In-course Costs \$055.90

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.