

Brief Course Outline

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

Course Number and Section:

MOS

3250A 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 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 a social enterprise. Topics include identifying a value proposition; creating a business model and plan; financing, understanding customers, growth and exit strategies; and differences between for-profit business and social enterprises. The course prepares students for the challenges and opportunities of founding and growing a new venture from ideation to raising support.

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:

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.

Textbooks and Course Materials:

Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons, Inc.

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[uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/r0c2m8/alma991044438045105163](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.

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Osterwalder, A., Pigneur, Y., Bernarda G., Smith A., Papadacos 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 & Presentations (5% each)		20
Midterm Test OR Alternate EL Option		15
Final Presentations		15
Final Report		25
Individual Reflection Paper		15
Class Contribution		10

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

Thursday, August 15, 2024