

## Brief Course Outline

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

**Course Number and Section:**

MOS

3250B 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:

Use the business model canvas to develop a new business or social enterprise concept.

Develop and test assumptions about their business model.

Determine the feasibility, desirability, and viability of a business model.

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.

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.

<https://ocul->

[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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[uwo.primo.exlibrisgroup.com/permalink/01OCUL\\_UWO/v6pq4a/alma991045070021705163](https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/v6pq4a/alma991045070021705163)

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](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 and Presentations |                   | 20%        |
| Midterm Test                  |                   | 15%        |
| Final Pitch Presentation      |                   | 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.

Sunday, November 24, 2024