

Brief Course Outline

Course Title: Starting a Business or Social Enterprise

Course Number and Section

MOS

3250B 550

Instructor Name(s): Alexander John Miller

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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

- . 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*. Toronto, ON.: Wiley.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Individual Discovery Research	Due Tuesday January 13th at 11:55pm, accepted without penalty until Friday January 16th before 8:30am	2.5%

Assignment	Due Date mm/dd/yy	Weight - %
Individual Preliminary BMCs	Due Sunday January 18th at 11:55pm, accepted until January 21st at 11:55pm without penalty	7.5%
Peer Review	End of semester	2.5%
Contribution	Throughout Course	7.5%
Test	March 6th (8:30am - 10:20am), No Self Attestations	10
Field Notes	Various Dates	30
Final Pitch	March 27th	20
Final Report	Due April 1st at 11:55pm but accepted without penalty until April 9th at 11:55pm	20

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

Monday, December 29, 2025

Huron Brief Course Outline

In-course Costs	\$049.50
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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].