

# ENT200 Innovation and Entrepreneurship

Fall 2021

## Course Information

**Instructor** Thomas Francescutti

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**Course Format** Online – asynchronous.

**Office Hours** Thursdays noon-2pm (By Appointment – Zoom or In person)

3 TAs:

[funing.lin@utoronto.ca](mailto:funing.lin@utoronto.ca)

[hartej.gill@mail.utoronto.ca](mailto:hartej.gill@mail.utoronto.ca)

[annemarie.fowler@mail.utoronto.ca](mailto:annemarie.fowler@mail.utoronto.ca)

Intro / Welcome Video on Entrepreneurial Mindset – <https://www.youtube.com/watch?v=ewFgQiRkC7o>

Other Notes: This course will be graded according to the marking scheme laid out in the syllabus. If a student would like to use the 'credit/no credit' option they should refer to this web site for details and instructions:

<https://www.artsci.utoronto.ca/current/academics/creditno-credit-late-withdrawal>

## Course Description

This course provides a broad introduction to entrepreneurship, entrepreneurial skills and the methodology used by entrepreneurs to start a new venture. In this course, current issues and approaches to the management of technology innovation and entrepreneurship will be in focus. Students will examine the fundamentals of entrepreneurship. The course is targeted at students from all disciplines (science, humanities, social sciences), who are interested in entrepreneurship. In parallel, the students will be asked to work on a business problem/idea they want to work on and build a venture of their own.

## Course Learning Objectives

### Knowledge and Understanding:

- Understand the industry dynamics of technological innovation and entrepreneurship.
- Understand the fundamentals of entrepreneurship – ideate, evaluate, articulate and pitch a new product or service
- Understand the process of building a business plan.

## Course Content

Guest Speakers Will be Leveraged Over the Semester

Important Course Dates							
Date	Week Starting	Content Reviewed in Recording	Video Recording	Required Readings	Other Readings	Items Due End Of Week (Sunday 11:59pm)	Office Hours/Student Connect With Professor
Week 1	13-Sep	Entrepreneurship, Evolutionary Development--Revolutionary Impact	Watch Week 1 Recording	Course Textbook: Chapter 1		Memo #1	Thursday noon-2pm
Week 2	20-Sep	The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics	Watch Week 2 Recording	Course Textbook: Chapter 2	Article - What Exactly Is An Entrepreneur And How Do You Become One Today? <a href="https://www.shopify.com/blog/how-to-become-an-entrepreneur">https://www.shopify.com/blog/how-to-become-an-entrepreneur</a>	Memo #2	Thursday noon-2pm
Week 3	27-Sep	The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship	Watch Week 3 Recording	Course Textbook: Chapter 3		Memo #3 & Quiz 1	Thursday noon-2pm
Week 4	4-Oct	Social Entrepreneurship & the Global Environment for Entrepreneurship	Watch Week 4 Recording	Course Textbook: Chapter 4	Article - Ecommerce Business Blueprint: How to Build, Launch, and Grow a Profitable Online Store <a href="https://www.shopify.com/blog/ecommerce-business-blueprint">https://www.shopify.com/blog/ecommerce-business-blueprint</a>	Memo #4	Thursday noon-2pm
Week 5	11-Oct	Innovation: The Creative Pursuit of Ideas	Watch Week 5 Recording	Course Textbook: Chapter 5		Group Case Study Presentation/Recording	Thursday noon-2pm
Week 6	18-Oct	Assessment of Entrepreneurial Opportunities	Watch Week 6 Recording	Course Textbook: Chapter 6	Article - How to Become an Entrepreneur: 7 Steps You'll Take on the Road to Entrepreneurship <a href="https://www.shopify.com/blog/become-an-entrepreneur">https://www.shopify.com/blog/become-an-entrepreneur</a>	Quiz 2	Thursday noon-2pm
Week 7	25-Oct	Pathways to Entrepreneurial Ventures	Watch Week 7 Recording	Course Textbook: Chapter 7		Discussion Board Upload & Memo #5	Thursday noon-2pm
Week 8	1-Nov	Sources of Capital for Entrepreneurial Ventures	Watch Week 8 Recording	Course Textbook: Chapter 8		Memo #6 & Intellectual Property Education: Level 1 module Complete	Thursday noon-2pm
Week 9	8-Nov	<b>Fall Reading Week (no classes - November 8-12)</b>				<b>N/A</b>	<b>N/A</b>
Week 10	15-Nov	Marketing Challenges for Entrepreneurial Ventures	Watch Week 9 Recording	Course Textbook: Chapter 10		Quiz 3	Thursday noon-2pm
Week 11	22-Nov	Principal Financial Statements Explained + Venture Planning: Pitfalls to Avoid, th	Watch Week 11 Recording	Course Textbook: Selected Readings in Chapter 11 & Chapter 12		Memo #7	Thursday noon-2pm
Week 12	29-Nov	Strategic Entrepreneurial Growth	Watch Week 12 Recording	Course Textbook: Chapter 13		Memo #8	Thursday noon-2pm
Week 13	6-Dec	Valuation of Entrepreneurial Ventures & Harvesting Entrepreneurial Ventures	Watch Week 13 Recording	Course Textbook: Selected Readings in Chapter 14 & Chapter 15		Group Project Report (Business Model, Feasibility Report, Strategy)	Thursday noon-2pm

## Course Grade Breakdown

Assessment	Weight	Submission Procedure (Due Date See Schedule Below)
Individual Learning Reflection Memos (8 Submissions @ 2% Each)	16%	Weekly - Upload On Quercus
Discussion Board (1) (TA Support: Hartej)	14%	Upload On Quercus
Quizzes (TA Support: Funing) & Intellectual Property Education: Level 1 module (Funing)( <a href="https://entrepreneurs.utoronto.ca/level-1-ip-foundations/">https://entrepreneurs.utoronto.ca/level-1-ip-foundations/</a> )	15%	Complete On Quercus / Online
Group Case Study Presentation/Recording	15%	Upload On Quercus
Group Project Report (Business Model, Feasibility Report, Strategy) (TA Support: Fowler)	40%	Upload On Quercus
<b>Total</b>	<b>100%</b>	

## Course Resource

### Required Texts:

- Kuratko, Don. *Entrepreneurship Theory, Process and Practice 11th edition*. Retrieved from <https://www.cengage.ca/c/entrepreneurship-theory-44-process-44-practice-44-11th-edition-11e-kuratko/9780357033890/?filterBy=Higher-Education>
- Ebook or physical book is required.
- Mindtap code not required.

## Course Readings

The list of readings:

- *Textbook Chapters*
- *Articles/Guides:*
  - *What Exactly Is An Entrepreneur And How Do You Become One Today?* <https://www.shopify.com/blog/how-to-become-an-entrepreneur>
  - *Ecommerce Business Blueprint: How to Build, Launch, and Grow a Profitable Online Store* <https://www.shopify.com/blog/ecommerce-business-blueprint>
  - *Article - How to Become an Entrepreneur: 7 Steps You'll Take on the Road to Entrepreneurship* <https://www.shopify.com/blog/become-an-entrepreneur>

## Assignments

Assignments are due at the times listed in the detailed course deadline schedule. **All submissions will be done electronically** through Quercus. If assignments are not submitted by the due date/time specified in this outline then a **late penalty of 10% per day will be deducted** from the assignment grade, this includes weekends.

### **Individual Learning Reflection Memos (16%) Individual**

You'll need to submit a 2-page reflection memo as outlined in the class schedule. Please ensure you submit a word file, single-spaced (not double), 12 point font. You can do a lot of different things with this memo:

- discuss something you learned from that week's class recording and/or news/articles/readings
- write about the new product or service that was launched well or poorly
- connect the assignment work from that week to your own work (Example, evaluate your own business plan and explain your learnings/findings)
- Leverage any class discussions and guest speaker discussions to reflect how theories, processes, and applications can impact yours business/life

These memos will help me see what you learn from each week's reading so I can prepare future class discussions to be most useful and interesting to you. These memos will be graded for based on level of detail and personal exploration. You must be detailed in your upload and show proof of deep reflection and examples of applying class concepts. **Each of these learning reflections will be submitted to Quercus.**

### **Quizzes (15%) Individual**

Quercus quiz tool will be used to create online quizzes. They will be available for 24 hours to allow for time zone differences and any scheduling conflicts between multiple courses. Quizzes will be timed and you will have 30 minutes to complete the quiz. This class will have 3 quizzes as be schedule above.

### **Discussion Board Exercise (14%) – Individual**

The coronavirus Covid-19 pandemic has changed the way businesses operate and created new and structural challenges in various industries. Three of these industries have been identified who need immediate attention of IMC200 entrepreneurs: HealthCare, Financial Services and Education. Your task in this assignment is to select one of these industries and identify a problem in this industry which you can build a solution/idea for how a startup can overcome the issues identified. Write a two – three paragraphs on Q. Read and reflect on your peer submissions.

### **Group Case Study Presentation (15%)**

Groups will work together to provide a review of a Guide, case-study, or Podcast. Free cases studies will be used from Shopify as listed below. Each group is to pick a case study of interest to the group. Please ensure you do not pick a case study used in the course schedule in the assigned reading/materials. Pick something different and get creative! You are now to present the key finding and insights into a recording. Share-out your findings in a short **5-10 minute** presentation. You do not need to use PowerPoint, but it is encouraged. There is no slide count max or min, but do not view this assignment as a simple summary, link it to your textbooks readings, current trends, recent news, etc. Marking is based on your Presentation/storytelling/communication style and quality insights/learnings shared. Get creative!

Upload team recording. Recording can be in any video format such as MP4. PPT recording or Zoom Recording is suggested. I must be able to see your PowerPoint Slides and hear your comments while you present. For further recording support, please reach out to a TA.

Free cases:

<https://www.shopify.com/blog/search?q=Entrepreneur>

See Learn Tab on top Right. Use the Guides, Podcasts, or BOTH together!

## **Group Project (40%)**

This project will give you the opportunity to create your venture with your team and pitch it. Details provided below:

You will work in the same groups from the start of this semester for this assignment. Teams will work together to conduct business research and prepare a Feasibility Report that works in the Innovation, Entrepreneurship, and E-business concepts discussed in class and in your readings. Please consult the "Report Guidelines" below for further detail. The effective page limit for this assignment is **ten pages, single-spaced, maximum**. Only ONE student from each group is to upload your report as a PDF file. Your Report must include your names and student numbers. Reports turned in late will lose the equivalent of one letter grade for each 24 hours that they are late.

## **Course Policies and Procedures**

### **Responsibility and respect**

Academic integrity is essential to the pursuit of learning and scholarship in a university, and to ensuring that a degree from the University of Toronto is a strong signal of each student's individual academic achievement. As a result, the University treats cases of cheating and plagiarism very seriously.

The University of Toronto is committed to equity, human rights and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another's differences. U of T does not condone discrimination or harassment against any persons or communities.

### **Notice of video recording and sharing (download and re-use prohibited)**

This course will be recorded on video and will be available to students in the course for viewing remotely and after each session.

Course videos and materials belong to your instructor, the University, and/or other sources depending on the specific facts of each situation and are protected by copyright. Do not download, copy, or share any course or student materials or videos without the explicit permission of the instructor.

For questions about the recording and use of videos in which you appear, please contact your instructor.

### **Accommodation**

The University provides academic accommodations for students with disabilities in accordance with the terms of the Ontario Human Rights Code. This occurs through a collaborative process that acknowledges a collective obligation to develop an accessible learning environment that both meets the needs of students and preserves the essential academic requirements of the University's courses and programs.

Students with diverse learning styles and needs are welcome in this course. If you have a disability that may require accommodations, please feel free to approach me and/or the Accessibility Services\* office.

- [Accessibility Services on the St. George campus](#)

### **Missed quizzes due to illness**

Because this is such an unusual and difficult semester, I have built flexibility into the quiz assignment for this course by giving you two opportunities in each of the six quiz weeks to complete that week's quiz.

If you miss both quiz opportunities in one week due to illness, please follow the [University's procedure for declaring an absence](#). Students who are absent from class for any reason (e.g., COVID, cold, flu and other illness or injury, family situation) and who require consideration for missed academic work should report their absence through the online Absence Declaration. The declaration is available on [ACORN](#) under the Profile and Settings menu. Please also advise me of your absence by sending me an email with an attached printout/download of your completed Absence Declaration. You can print the completed declaration from the "Absences Declared Successfully" screen that will appear on ACORN after you have filled out the declaration.

The Absence Declaration should be filled out as soon as possible after your absence. Contact your college [Registrar's Office](#) if you need to fill out the declaration more than a day after your absence.

If you are dealing with a situation that may cause you to miss more than one week of quizzes or other work for this course, please get in touch with your college [Registrar's Office](#) for support and guidance.

You can also visit the [COVID-19 Information for University of Toronto Students](#) page on the Vice-Provost, Students website for more information on health-related support available to you.

### **Religious observances**

For more information, and to link to the University's policy on accommodations for religious observances, please see the web site of the [Office of the Vice-Provost, Students](#).

The University provides reasonable accommodation of the needs of students who observe religious holy days other than those already accommodated by ordinary scheduling and statutory holidays. Students have a responsibility to alert members of the teaching staff in a timely fashion to upcoming religious observances and anticipated absences and instructors will make every reasonable effort to avoid scheduling tests, examinations or other compulsory activities at these times.

Please reach out to me as early as possible to communicate any anticipated absences related to religious observances, and to discuss any possible related implications for course work.

### **Family care responsibilities**

The University of Toronto strives to provide a family-friendly environment. You may wish to inform me if you are a student with family responsibilities. If you are a student parent or have family responsibilities, you also may wish to visit the Family Care Office website at [familycare.utoronto.ca](http://familycare.utoronto.ca).

### **Information security risk**

If you are a citizen of another country, and/or accessing your courses at the University of Toronto from a jurisdiction outside of Canada, please note that you may be subject to the laws of the country in which you are residing, or any country of which you have citizenship. The University of Toronto has a long-established commitment to freedom of expression, with this right enabled by an environment valuing respect, diversity, and inclusion. In your classes, you may be assigned readings, or discuss topics that are against the law in other jurisdictions. I encourage you to become familiar with any local laws that may apply to you and any potential impact on you if course content and information could be considered illegal, controversial, or politically sensitive. If you have any concerns about these issues, please contact your instructor directly to discuss with them.