

ENTREPRENEURSHIP
COMM 320 / 4 / R
Winter 2014
Room: MB-S2.285

<p>Instructor: Nasos G. Makriyiannis Telephone: (514) 848-2424 ext 2905 Office: MB 13 - 108 Office Hours: By appointment E-mail: nasos@komand.ca ← <i>BEST WAY TO REACH ME</i> ALL COURSE MATERIAL WILL BE POSTED IN THE SPECIFIED FOLDER ON FIRSTCLASS: CLASSES → COMM → ENTREPRENEURSHIP</p>
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Outline

Entrepreneurial activities have a global impact on individual lives, careers and also on organizational survival and growth. Entrepreneurs introduce change and innovation into the economic and social system, forcing other individuals and organizations to constantly adapt. New products and services and new organizational practices make it very difficult for business students and professionals to settle down into routine work and linear career paths.

Rooted in change and innovation, the discipline of entrepreneurship has a distinct place in business administration. This course emphasizes the entrepreneurial aspects of management that are required to create, develop, and sustain either a new business venture or a major project/initiative within an existing organization. The integrative nature of this course will require you to examine how entrepreneurship is complementary to management, accountancy, finance, marketing and the other functional areas of business. There are many situations where you can benefit by having more entrepreneurial knowledge, regardless of where your major interest is in the world of business. Students will have the opportunity to demonstrate teamwork, leadership, communication skills, and see the relevance of entrepreneurship concepts to your general career goals.

Course objectives

1. Introduce you to the theory and practice of entrepreneurship. We will provide numerous cases and examples that will facilitate the understanding of theory. You will have to integrate the concepts relating to entrepreneurship. You will be asked to analyze, synthesize and criticize these concepts.
2. Demonstrate the relevance and applicability of the study of entrepreneurship to administration in general and to you specifically, considering your particular interests in the field of business administration.

Textbook

Entrepreneurship / COMM-320: Ronald J. A Course pack sold at the Concordia Bookstore.

Course Requirements:

Class discussions and practical examples will be used to illustrate the course pack concepts:

1. Each week, you will be expected to read the relevant section from the course pack. As the semester progresses and we begin to discuss cases, you will also be required to read and analyze the necessary cases based on the Monday / Wednesday cycle.
2. During the class, we will discuss the examples and the case studies related to the concepts. Class notes will be uploaded to First Class up to 24 hours prior to the specific section being discussed; these are intended to assist you.
3. My task consists not only in explaining and enhancing the material but also, and perhaps more importantly, in encouraging classroom interaction. Our interactions should be constructive and stimulating at the same time.

This practical teaching orientation should facilitate your understanding, however it implies that you are sufficiently prepared for each class.

Business Plan / Group Project:

A critical aspect of COMM320 is the business plan project. This will be done in groups of five (5). It is highly recommended that you consider a multi-disciplinary approach when forming the group. There will be a maximum of ten (10) groups formed in the class. There is the possibility that group size will vary depending on the number of students that register for the class. However, groups smaller than four (4) or larger than six (6) will NOT be permitted.

The business plan project is done based on an actual business (or a business very close to starting); therefore it is very important that the groups form early in the semester and decide upon a suitable project. The business should have some link to the Montreal region. Groups must find an entrepreneur at least willing to be interviewed, it is suggested that groups do this very early in the semester. More details on the business plan project will be provided.

Peer Assessment

To evaluate participation in the **group project and associated class presentation**, students will be asked to complete a CONFIDENTIAL online questionnaire within an electronic assessment system in order to rate the performance of their respective teammates. This peer assessment will serve to identify the relative contribution of each person in a group. Thus, individual project grades may vary within a group, based on the amount of work and effort contributed by each person. The peer assessment results will be automatically transformed into an individual grade.

1. The results of the evaluations will represent a factor that is multiplied by the team's **grade in term project only**. A factor ranging between **0.8-1.1** will be used and it is possible that members of the same team end up with different grades on the term project.
2. Participation in the peer assessment is **mandatory**. Students who do not complete the assessment by the prescribed deadline will be penalized.
3. Students must provide comments in a non-disparaging manner. Comments must be appropriate and students must refrain from directly insulting or hurting others. Comments will be kept anonymous but students will be able to read the comments written about them after the evaluation end date.

. **** Please consult information handouts posted on First Class for more details.**

Academic Integrity:

The most common offence under the Academic Code of Conduct is plagiarism which the Code defines as **"the presentation of the work of another person as one's own or without proper acknowledgement."**

This could be material copied word for word from books, journals, internet sites, professor's course notes, etc. It could be material that is paraphrased but closely resembles the original source. It could be the work of a fellow student, for example, an answer on a quiz, data for a lab report, a paper or assignment completed by another student. It might be a paper purchased through one of the many available sources. Plagiarism does not refer to words alone - it can also refer to copying images, graphs, tables, and ideas. "Presentation" is not limited to written work. It also includes oral presentations, computer assignments and artistic works. Finally, if you translate the work of another person into French or English and do not cite the source, this is also plagiarism. In Simple Words:

DO NOT COPY, PARAPHRASE OR TRANSLATE ANYTHING FROM ANYWHERE WITHOUT SAYING FROM WHERE YOU OBTAINED IT!

Source: The Academic Integrity Website:

<http://provost.concordia.ca/academicintegrity/plagiarism/>

Course Evaluation:

1. First Report.....0%

The First Report is based on an interview(s) with the entrepreneur, research information gathered from the Library sessions, and a draft concept for an expansion idea. More information can be found on FirstClass within the Business Plan Guide file.

DUE DATE: 11-FEBRUARY-2104

2. Attendance / Class Participation.....10%

Regular attendance is expected in order to successfully complete the course. The class contribution grade will be based on **attendance and participation** in class exercises.

⇒ **Participation includes:**

- ✓ Careful preparation of readings and cases assigned for class;
- ✓ Active discussion on the assigned readings and cases;
- ✓ In class assignments;
- ✓ Listening and responding to the instructor's questions;
- ✓ Listening to guest speakers and asking thought-provoking questions that are forward thinking on a topic;
- ✓ Effort and quality of group work done in class;
- ✓ Attendance.

3. Take-Home Midterm.....15%

There will be one *individual take-home assignment*. The assignment will cover material from previous lectures, readings and discussions. Assignments may consist of answering questions pertaining to an assigned case or reading material and/or analyzing mini-cases or business plans developed by the instructor. Assignments cannot exceed 5 pages (minimum 1.5 spacing and 12 size font).

DUE DATE: 25-FEBRUARY-2104

4. Class Presentation.....15%

During the last three (3) weeks of the semester, each group will make a class presentation (20 minutes) on their business plan (aka "The Pitch"). Please refer to the Business Plan Guide file and associated Business Plan Pitch file on FirstClass.

5. Business Plan Project.....25%

Details and outline to be provided in the Business Plan Guide file on FirstClass.

DUE DATE: 25-MARCH-2104

6. Final Exam.....35%

The exam format is usually determined towards the end of the semester. As a general rule, you should expect to provide essay answers to a case(s) based exam.

Course Evaluation Summary Grid

First Report	0%
Attendance / Class Participation	10%
In-Class / Case Assignment	15%
Class Presentation	15%
Business Plan Project	25%
Final Exam	35%
Total	100%

Disclaimer:

- 1) In the event of extraordinary circumstances, the content and/or evaluation scheme in this course is subject to change.
- 2) Students are expected to attend all classes. Students who are absent without a valid reason will be penalized within the Attendance/Class Participation grade component.
- 3) Late assignments will be penalized 20% for each day they are late – NO EXCEPTIONS.
- 4) Assignments must be submitted at the **beginning** of the class they are due – after class submissions will be considered late and hence penalized as stipulated in point #3 above.

COMM 320 / 4 / R - Schedule:

WK	Date	C.P. Section / Case / Exercise	Activity Deadline
1	07-Jan	Course Outline and Business Plan Project Discussion	
	09-Jan	MBA International Case Competition Attendance (www.mbacasecomp.com)	<i>Meet at Fairmont Queen Elizabeth Hotel</i>
2	14-Jan	Course pack: Section 1&2 - Introduction / The Making of an Entrepreneur	
	16-Jan	Course pack: Section 3 - Opportunity Recognition	
3	21-Jan	Course pack: Section 3 - Opportunity Recognition (continued)	Form Groups
	23-Jan	<i>Guest Speaker</i>	<i>Guest Speaker</i>
4	28-Jan	Course pack: Section 4 - Financing New and Growing Enterprises	
	30-Jan	NO CLASS	NO CLASS
5	04-Feb	Library session - (LB 203): Class will meet in Library	Library Session
	06-Feb	Case: Jim Poss	<i>Case Analysis</i>
6	11-Feb	Course pack: Section 5 - The Business Plan	 First Report Due
	13-Feb	<i>Course pack: Section 5 - The Business Plan (continued)</i>	
7	18-Feb	MID-TERM BREAK	NO CLASSES
	20-Feb	MID-TERM BREAK	NO CLASSES
8	25-Feb	Case: Pippa's Patty and Pie	<i>Case Analysis</i>
	27-Feb	Course pack: Section 6 - Strategy and the Small Firm / Challenges of Growth	 Take-Home Mid-Term Due
9	04-Mar	Case: McAuslan Brewing Co.	<i>Case Analysis</i>
	06-Mar	Course pack: Section 7 - Intellectual Property: Protecting Your Ideas	
10	11-Mar	<i>Guest Speaker</i>	<i>Guest Speaker</i>
	13-Mar	Course pack: Section 8 - Intrapreneurship / Social Entrepreneurship	
11	18-Mar	Course pack: Section 9 - International Market Entry Strategies	
	20-Mar	Case: SENZ Umbrellas (Posted on FirstClass in the 'Assignments' folder)	<i>Case Analysis</i>
12	25-Mar	Course pack: Section 10 - Family Business / Succession	 Business Plan Project is Due
	27-Mar	Class Presentations - Business Plan	<i>Presentations</i>
13	01-Apr	Class Presentations - Business Plan	<i>Presentations</i>
	03-Apr	Class Presentations - Business Plan	<i>Presentations</i>
14	08-Apr	Class Presentations - Business Plan	<i>Presentations</i>
	10-Apr	Class Presentations - Business Plan	<i>Presentations</i>
MU	11-Apr	OPTIONAL: Wrap-up and Class Review (10:00 - 11:00AM)	<i>Room TBD (10 - 11AM)</i>

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