

University of Waterloo
Department of Economics
Principles of Entrepreneurship – ECON 220 (001)
Fall 2018

Class meets: Tuesday 6:30pm-9:20pm

Location: AL 208

Instructor Information

Instructor: Camelia Nunez

Office: SCH (2nd floor) - Velocity Start

Email: cnunez@uwaterloo.ca

Office Hours: Tues 5:30-6:30

Course Description

Welcome to ECON 220! This is an introductory course intended to help students develop a solid understanding of the crucial role played by entrepreneurs and entrepreneurship in the 21st century global economy. Through a series of activities, we will discover, study, evaluate and celebrate the entrepreneurial initiatives amongst ourselves, in our community and around the world.

This course approaches entrepreneurship as a way of thinking, an attitude and a behaviour that can be applied to the creation of new ventures or within any existing organization. There are two main components to this course. For the first part of the course we will evaluate our own entrepreneurial attitude and determine ways in which to incorporate entrepreneurship into our careers. Secondly, we will learn about entrepreneurship and will focus on the creating of a new venture in the form of a final project for this course.

In a nutshell, this is a course that mixes theory with practice and you will be challenged to apply the concepts and frameworks presented in class, to real life situations.

Course Goals and Learning Outcomes

The goal of this course is to offer you an introduction to entrepreneurship as a factor in today's economy, help you understand your own attitude towards this global phenomenon and give you an initial glimpse at the challenges faced when developing a new business venture.

Upon completion of this course students should be able to:

- have a basic understanding of entrepreneurship as an economic factor;
- recognize the entrepreneurial potential within themselves and others in their environment;
- appreciate the value of entrepreneurship within society, within an organization, and in their own personal life;

- appreciate the Waterloo region as Canada’s most entrepreneurial community;
- identify key resources available for entrepreneurs in the Waterloo region;
- identify the different ways in which entrepreneurship manifests itself (eg. start-up contexts, corporate, social, public sector);
- develop an appreciation for opportunity, how to recognize it, and how to evaluate it;
- understand the challenges faced when developing (or working for) a new venture.

Required Course Material

- Crushing It! How great entrepreneurs build their business and influence –and how you can, too.
Author: Gary Vaynerchuk First Edition | New York: Harper Business, 2018

Course Requirements and Assessment

Assessment	Date of Evaluation	Weighing
Class Contribution (individual)	Ongoing	10%
Quizzes (3)	Sept (25), Oct (16), Nov (6)	45%
Assignment (individual)	Oct (23)	15%
Final Project (group)	Nov (20, 27) Dec (4)	30%
TOTAL		100%

Assessment 1 (10%)

Attendance and In-class Activities, valuable contributions to discussion, general attitude and involvement in the class.

Effective communication in the Business world consists of 3 main components: active listening skills, the ability to think critically, and the ability to effectively communicate ideas in groups and teams. These components will be developed in class and evaluated through students’ participation in class. Participation is highly valued. Verbal contributions that add value will be noted by the instructor.

Assessment 2 (45%)

Quizzes (individual)

There will be three quizzes during the term, at the end of each month and it will cover material discussed during that particular month. Each quiz will be multiple choice and 30 minutes in length. Note that **no make-up dates** will be arranged for students absent on a quiz day.

Assessment 3 (15%)

Critical Analysis

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For this assignment you will pick a current entrepreneur either as outlined in *Crushing It!* the book we will be reading in class or someone else of your choice, understand their career path, and conduct a critical assessment of their success. Specific project guidelines will be provided in class.

Assessment 4 (30%)

Final Business Plan and Presentation (group)

The final business plan report is due on the day of the final presentation. The report should include a detailed description of the nature of the new business, a realistic assessment of its feasibility and an implementation plan outlining how the new venture should be launched and managed successfully. The report should not exceed 10 pages.

During the last three days of class, teams will pitch their business idea they had been working on. The goal of the pitch is an investment ask. Each team will have a maximum of 8 minutes for their presentation + 2 minutes for Q&A. Individual pitches, will be no longer than 3 minutes + 2 minutes for Q&A. The grade will be based on instructor and peer evaluation.

Course policies

Communication

The use of in class discussion and course Discussion Forums is the preferred and primary communication method. I invite questions at the start and/or end of class or you may post a question/ connect for the consideration of other classmates. I will monitor the discussion forums and reply 24-48 hours after the questions has been posted. The single reason for this is to encourage thought and listening rather than overuse and inappropriate use of emails.

All e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student's own UWaterloo e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from an UWaterloo account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Announcements, grades, lecture slides, information on exams, teaching assistants assigned to this section of this course, and other course materials will be posted on to LEARN. Check LEARN daily. Any changes and critical information will be posted on LEARN. You are responsible for making yourself aware of any changes made to the course by checking LEARN daily.

Examination Policy

Exam papers must be submitted in whole and on time in the exam room. Exam papers

- (a) not submitted on time,
- (b) submitted with missing pages,
- (c) submitted elsewhere, with the exception of students with permission to write in the Assess Ability Office,

(d) not received at all,
will receive a grade of zero regardless of the reason.

It is the responsibility of students to ensure that they write exams in the location, date, and time assigned to their sections. Students writing exams in the wrong section are considered not writing exams at all and will receive a zero mark.

Missing a Quiz or a Presentation

Missing a quiz or presentation will automatically result in a grade of zero. There is no midterm or final exam in this course and therefore, the quizzes and presentations are the formal evaluation methods and should be treated as such. A consideration for missed quizzes or presentations will only be given in the case of illness or emergency reasons. Such excuses as prior personal travel plans and extra-curricular commitments are not legitimate reasons.

If you were ill, you must get UW Verification of Illness Form (the only acceptable document), with approval you may write a quiz or complete a presentation at an alternate date. There will be only ONE alternative date arrangement throughout the term and it applies to students who missed a quiz or a presentation due to legitimate reasons such as illness or emergency. The illness form must be obtained the day of the exam and submitted within 3 days of the exam. This remedy is a privilege and not a right. No additional assignments or work will be assigned to improve the marks.

Students will receive a mark of zero on a missed test without the UW Verification of Illness Form. All quiz and presentation dates have been scheduled and will not be changed.

Course Modification Warning

The instructor and university reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her UWaterloo email and course website on LEARN daily during the term and to note any changes.

Course Outline

Week	Date	Topic	Readings / Due
Week 1	Sept 11	Intro to course What is entrepreneurship? Why do we study entrepreneurship? Why does it matter?	Course Syllabus and class details Article: "Workers on Tap" & "There is an App for that" – the Economist
Week 2	Sept 18	Entrepreneurship Resources at UWaterloo and Beyond	In class: Complete self assessment: 16personalities.com Outside class: Start reading Crushing It! Part 1 (p.13-p.131)

Week 3	Sept 25	Me Inc. – Personal Branding	In Class Quiz 1 (class content + article) Understanding the personalities in our class Start discussing our potential as entrepreneurs (re: Crushing It! reading) Outside class: Finish Reading Crushing It! to p.131
Week 4	Oct. 2	Me Inc. – Personal Branding and the power of social platforms	In Class: See material on Learn Outside class: Read Crushing It! (p. 135- p.261)
Week 5	Oct 9	Me Inc. Personal Branding – Wrapping Up	In Class Guest Speaker – Digital Media influencer Outside class: Read “The Beer-mat Story” – available on LEARN
Week 6	Oct 16	From Idea to Business: The Beer Mat Story	In Class Quiz 2 (class content + Crushing it! Content) Guest Speaker - Entrepreneur See LEARN for reading material Identify students with business ideas & pitch to class
Week 7	Oct 23	Building a new venture: recognizing opportunities and generating ideas.	In class See LEARN for course materials Finalize groups & hands-on work in class Outside of class: Assignment 2 is due by Friday, October 16 at 11:30pm
Week 8	Oct 30	Feasibility Analysis Industry and competitor analysis	See Learn for reading material Hands-on work in class
Week 9	Nov 6	Developing an effective business model (lean canvas) - getting financing or funding	In class Quiz 3 Hands-on work in class
Week 10	Nov 13	Pitching your business – building an investment slide deck	See Learn for reading material Hands-on work in class
Week 11	Nov 20	Final presentations	
Week 12	Nov 27	Final presentations	
Week 13	Dec 4	Final Presentations	

Late Work

All assignments, quizzes and presentations must be carried out following the specified deadlines. **No alternative arrangements will be made** without an official medical note.

Information on Plagiarism Detection

Turnitin.com: Plagiarism detection software (Turnitin) may be used to screen assignments in this course, to verify that use of all material and sources in assignments are documented. Further details will be provided about the arrangements for the use of Turnitin in this course.

Electronic Device Policy

Cell phones, pagers, and other electronic devices must be either turned off or muted during classes.

Laptops are permitted in class for note-taking and in-class activities only. Students using laptops in class for other purposes may be asked to leave the classroom. Consistent abuse of the laptop policy in class will negatively affect the participation grade.

Attendance Policy

Absenteeism will negatively affect your class contribution grade. Attendance will be taken every class and part of your class contribution grade will specifically come from attendance.

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

Cross-listed course

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

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Academic Integrity

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility. See the [UWaterloo Academic Integrity webpage](#) and the [Arts Academic Integrity webpage](#) for more information.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to [Policy 71 - Student Discipline](#). For typical penalties check [Guidelines for the Assessment of Penalties](#).

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70 - Student Petitions and Grievances](#), Section 4. When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

Appeals: A decision made or penalty imposed under Policy 70 - Student Petitions and Grievances (other than a petition) or Policy 71 - Student Discipline may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72 - Student Appeals](#).

Accommodation for Students with Disabilities

Note for students with disabilities: The [AccessAbility Services](#) office, located on the first floor of the Needles Hall extension (1401), collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the AS office at the beginning of each academic term.