

**University of Waterloo**  
DEPARTMENT OF ECONOMICS  
*ARBUS 220: Entrepreneurship & the Creative Workplace*  
Spring 2023 Section 001  
Mon/Wed 4:00pm-5:20pm; AL 208

**Instructor Information**

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**Course Description**

This course has two distinct but related components. The first explores entrepreneurship as a key input to economic activity. It also reviews numerous perspectives of entrepreneurship and introduces basic tools available for use by the entrepreneur, including the business canvas. The second part of this course explores the relationship between entrepreneurship and strategy. The design of an appropriate strategy and the implementation of this strategy through appropriate controls and structure are considered in the context of the innovative firm.

**Course Goals and Learning Outcomes**

Upon Completion of this course, students should be able to:

- Identify the characteristics of an entrepreneur and their lifestyle.
- Identify the linkages between entrepreneurship and economic activity.
- Contrast the traditional views of strategy and Blue Ocean strategy.
- Connect the importance of creativity and entrepreneurship.
- Apply the basic tools available for use by an Entrepreneur.
- Integrate strategy design and implementation.

**Required Text**

- Creativity Inc by Ed Catmull (available on Amazon)

**\*\*all other assigned course readings will be made available by the instructor on Learn\*\***

### **Course Requirements and Assessment**

The course will be supported in Learn, and students are responsible for checking LEARN daily to receive instructions for upcoming classes. Any changes will be noted in announcements on the course home page. It is YOUR responsibility to check Learn regularly and stay up to date with course activities and any updates or changes that might take place.

### **Assessment and Grade Breakdown**

<b>Assessment</b>	<b>Date of Evaluation</b>	<b>Weighing</b>
<b>Active Learning</b>	<b>Ongoing</b>	<b>15%</b>
Attendance	ongoing	7.5%
Participation	ongoing	7.5%
<b>Connecting Dots</b>		<b>25%</b>
Individual Reflections (top 3 of 4)	May 21, 31, June 14, 26	15%
Connect dots together	ongoing	10%
<b>What's your problem?</b>		<b>25%</b>
Problem Statemnt	June 30	5%
Creative Solution	July 21	5%
Video Pitch	July 31	10%
Build on two ideas	Aug 2	5%
<b>Formal Examination</b>		<b>35%</b>
Test 1	May 24	15%
Test 2	July 5	20%

### **Active Learning**

- **Attendance** – this is an in person class and you are expected to attend and actively participate in the lectures. Attendance will be taken every class.
- **Participation** – being an active learner is a key component of this class. There will be ample opportunity for students to participate in class discussion and interactive activities.

### **Connecting Dots**

- **Individual Reflections** – the reflections are based on the book Creativity Inc. The book is divided into 4 parts. One reflection is to be submitted for each part. The best 3 out of 4 submissions will be used as your grade. The main idea for these assignments is for you to be able to reflect on what you are reading in the book, relate to previous learnings/experience and draw some original assumptions for the future.
- **Connect together** – reflection doesn't need to be a solitary endeavour. Often, big insights come when sharing our reflections with a larger group, asking questions and listening to other's input. Each student will lead one group reflection based on two chapters in the book.

### **What's your problem**

- In essence, entrepreneurship is about bringing value (economic or social) by putting forward creative solutions to important problems. This assignment is an opportunity for students to identify a problem they feel strongly about, put forward a creative solution and ultimately pitch themselves as the right people to address this problem.

### **Formal Evaluation**

- **Tests x 2** - Tests will be completed online on Learn. All tests will be a combination of multiple choice, true or false questions and short answer questions.

### **Course Policies**

#### *Lectures*

- Course content will usually be posted on Learn. Content will be in the form of slides, case studies, articles, links to audio/video resources, podcasts etc.
- Students are expected to keep up with the content, which will be covered in class discussion, quizzes and test.

#### *Communication*

- This is an in-person class, so if you have any questions I encourage you to talk to me before or after lecture.

- Relevant course information or clarifications will often be posted on Learn. It is **YOUR** responsibility to keep up to date with Learn communication.
- Should you need to reach me by email, please allow 24-48 hours before following up

PLEASE NOTE: 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 quizzes and other course materials will all 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 **every day**.

### Course Outline

<b>Week</b>	<b>Topic</b>	<b>Activities/Things that are due a certain week are marked in GREY</b>
<b>Week 1</b>  May 8	Intro to course and each other	Start reading Creativity Inc
	May 10 Entrepreneurship	Read Creativity Inc
<b>Week 2</b>  May 15	Can Entrepreneurship be taught	Continue reading Creativity Inc
	May 17 Creativity Discussion Creativity Inc. Part 1	Submit Creativity Inc. Reflection 1 by May 21 at midnight

<b>Week 3</b>  May 22  May 24	VICTORIA DAY	Test 1 (take it online open Thurs, May 25 8am- Fri May 25 midnight)
	Entrepreneurship and the economy	Connect together Ch 1&2
<b>Week 4</b>  May 29  May 31	Innovation and Curiosity	Connect together Ch 3&4
	Innovation and Curiosity	Submit Creativity Inc. Reflection 2
<b>Week 5</b>  June 5  June 7	The Creative Economy	Connect together Ch 5&6 (in class activity)
	The Creative Economy	Connect together Ch 7&8 (in class activity)
<b>Week 6</b>  June 12  June 14	Creativity and the workplace	Connect together Ch 9 (in class activity)
	Creativity and the workplace	Submit Creativity Inc. Reflection 3

<b>Week 7</b> June 19  June 21	Entrepreneurship and Ecosystems	Connect together Ch 10 & 11 (in class activity)
	Entrepreneurship and Ecosystems (continued) Identifying entrepreneurial opportunity	Start thinking about a problem / something you find annoying
<b>Week 8</b> June 26  June 28	Researching Potential business opportunities	Submit Creativity Inc. Reflection 4 (in class activity)
	Entrepreneurship is global Problems are global too	Connect together Ch 12 & 13 (in class activity)  <b>Submit your Problem Statement</b> by Friday June 30th at midnight
<b>Week 9</b> July 3  July 5	CANADA DAY	
	TEST 2	complete online during class time on Wed, July 5
<b>Week 10</b> July 10  July 12	Problem solving and need recognition techniques.	
	Creative problem solving	
<b>Week 11</b> July 17  July 19	Design thinking	
	Designing a business model & conducting a feasibility analysis	<b>Submit Creative Solution</b> by Friday July 21 at midnight
<b>Week 12</b> July 24	Telling your entrepreneurial story and pitching the idea	

July 26	Drop-in for Pitch Prep	Prepare for Pitch
<b>Week 13</b> July 31	Work on your pitch	Submit Pitch by July 31 Build on two ideas by Aug 2

\*\* Some dates could be subject to change\*\*

### **Late/missed Work**

Work **WILL NOT** be accepted past a deadline without formal documentation to validate the reason that prevented a timely submission OR prior arrangements with the instructor and/or TA. In some extraordinary circumstance where late work is accepted a **20% penalty** will be applied.

Missing class. Means you will not receive an attendance point for that day. No exceptions.

### **Information on Plagiarism Detection**

Plagiarism detection software (Turnitin) will be used to screen assignments in this course.

This is being done to verify that use of all material and sources in assignments are documented. In the first week of the term, details will be provided about the arrangements for the use of Turnitin in this course.

Students will be given an option if they do not want to have their assignment screened by Turnitin. The option is to prepare a report as a review of available research data on the subject. Please let me know the first week of the term if your group does not accept the use of turnitin. See: <http://uwaterloo.ca/academicintegrity/Turnitin/index.html> for more information.

### **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.

### **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**

[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.

### **Mental Health Support**

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

### **On Campus**

- Counselling Services: [counselling.services@uwaterloo.ca](mailto:counselling.services@uwaterloo.ca) / 519-888-4567 ext 32655
- [MATES](#): one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek from Student Life Centre

### **Off campus, 24/7**

- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- [Here 24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247



- [OK2BME](#): set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Full details can be found online at the Faculty of ARTS [website](#)

Download [UWaterloo and regional mental health resources \(PDF\)](#)

Download the [WatSafe](#) app to your phone to quickly access mental health support information

### **Territorial Acknowledgement**

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabeg and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.