

**UNIVERSITY OF WATERLOO**  
**Department of Economics**  
**ECON 220 -- Principles of Entrepreneurship**  
**S2012**

Instructor:	Geoff Malleck	Class:	2:30 pm – 4:00 pm M, W
Class Number:	2026	Anti req:	ARBUS 200/201
Subject:	ECON 220-001	Office:	HH 101
Classroom:	HH1101	Office hours:	M 12:00 pm- 2:00 pm
Catalogue:	220-001		
Phone 888-4567, ext. 32654			

*Appointment preferred* Meetings should be pre-arranged via D2L e-mail.

E-Mail: Through UW Angel Course Environment. This is the primary source for course updates, marking criteria, lecture notes, class cancellations and announcements.

[www.learn.uwaterloo.ca](http://www.learn.uwaterloo.ca)

**Text: The Beermat Entrepreneur**  
Authors: Mike Southon and Chris West

### **Course philosophy**

Entrepreneurship has long been acknowledged as critical to a prosperous society yet most individuals do not fully understand the term. This course seeks to awaken your creative mind and connect creativity to enterprise and subsequently to the lifestyle of entrepreneurship. Life is not a series of numbered dots waiting to be connected. The daring prefer a blank piece of paper and a dream.

### **Course purpose**

As engaged students willing to learn and invest:

- You will be invited to challenge yourself and your perceived career path by demanding more of yourself. The entrepreneurial lifestyle is the most demanding and can be the most satisfying.
- Innovation is introduced as the critical success in enterprise AND society. Are you up to the challenge of embracing creativity?
- The course exposes you to the critical soft skills of entrepreneurship- and of life- including leading and managing, negotiation, networking, branding yourself and ethics... and of great importance, learning how to work with other people.
- The course represents the Pandora's box of opportunity. A paradigm shift awaits some- others will confirm they are comfortable with comfort. Engagement in the course will assist.
- The course is more than entrepreneurship- by more I mean defining **you**.

### **Course Objectives**

If you are willing to invest in this course (and yourself) you:

- Will be able to identify key principles of strategy and their application to critical business decisions.
- Will be better able to analyse business situations and apply knowledge and logic to provide viable solutions.
- Will be able to incorporate some of the key themes of the course with broader life experiences.
- Can continue to develop the skills and competencies to contribute to the success of groups facing challenges.
- Will come to see yourselves as future stewards of highly principled businesses.
- Will excited about the potential of entrepreneurship as a future lifestyle.
- Will gain an appreciation for the multiple skills, attitudes and values associated with entrepreneurship.
- Will learn to apply creativity to determine the core problem and realize better solutions.

## **The Partnership Defined**

This course is designed for those who are committed to personal development with long-term returns. For those who wish to attend classes ONLY to get a better grade, some may feel that attending this course is not warranted. However, I will provide the following benefits UNTIL attendance suffers:

1. All slides are posted as a privilege and can be used as a reference for assignments and tests. These do not substitute for the class attendance. Evidence that students are not attending under the misguided belief that the slides are ample will force my not making the slides available;
2. An assessment that is case based and is distributed one week before the test date may be substituted for something less attractive- based on marks acquired;
3. Students will provide peer evaluations which are based partly on attendance and in-class group activities;
4. Other **setbacks** introduced as required.

### **Course Evaluation:**

<u>Requirement</u>	<u>Due</u>	<u>Weight</u>	<u>Group/Individual</u>
Group Submissions (Various)	Refer to D2L for details	80%	Group
Individual Assessment	July 18 (approx.)	20%	Individual

*Preparation for the next week is clearly stated. The workload is not even, so review the full course in advance. Your ability to contribute to the quality of class is enhanced by any preparation done in advance.*

*Group mark details are provided in the Marking Grid, which is posted with this page in the Lessons section for this course in D2L. The course marks are fixed but some topics may be added or deleted depending on the certain factors. Submissions are due is at the end of the day (11:59:59pm). Information contained on the marking grid is considered a part of the outline.*

### **Other Notes:**

Late submissions are subject to a 2% per day (seven day week) penalty. The responsibility is on the group/individual to submit on D2L before the designated deadline. If the submission is to be electronically filed in an D2L drop box, the time stamp applied to the document will be applied.

### **Contract:**

The group contract may be enforceable and a serious commitment should be applied to its creation.

### **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:**

**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.

**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, <http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm>

**Appeals:** A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student 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, <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm> Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>

**Academic Integrity website (Arts):** [http://arts.uwaterloo.ca/arts/ugrad/academic\\_responsibility.html](http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html)

**Academic Integrity Office (UW):** <http://uwaterloo.ca/academicintegrity/>

**Accommodation for Students with Disabilities:**

**Note for students with disabilities:** The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, 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 OPD at the beginning of each academic term.