

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

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

Location: AL 208

Instructor Information

Instructor: Camelia Nunez

Office: SCH (2nd floor) - Velocity Start

Email: cnunez@uwaterloo.ca

Office Hours: Mon 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

- There is no required textbook for this course as all required reading material will be made available on Learn
- Required Technology: i>Clicker

Course Requirements and Assessment

Assessment	Date of Evaluation	Weighing
Class Contribution (individual)	Ongoing	15%
Quizzes (3)	May (28), June (18), July (9)	30%
Me Inc. Pitch (individual)	June 25 (video)	25%
Final Project (group)	July (16, 23)	30%
TOTAL		100%

Assessment 1 (15%)

In-class Activities, i>Clicker, and Participation

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.

Students are responsible for buying a clicker (first generation clickers or the new version of clickers both work), bringing it to every class and ensuring that the batteries work. I will not loan out clickers if students forget to bring them. Class participation will begin in May 14, 2018 and will not include the days of Exams and presentations. Each class that employ the iClicker will be considered as one clicker session that is worth 5 points: 2 points are given for attending and answering 75% of the questions; 3 points are for answering any three questions correctly. The 5 lowest clicker session scores will not count to allow for absences due to illness or forgotten clickers, which means you do not need to notify me for missing 2 clicker sessions. If you have a documented and verified official

reason not to attend more than 2 clicker sessions, the weight of the missed clicker session will be applied to exam 2.

Impersonation (using your absent friend's clicker to record their answers) can result in a suspension penalty.

You must register your i>clicker in order to receive participation credit. I cannot match your answers to your name unless you register your i>clicker to your name using UW internal registration link. Please see instructions below.

Registering your i>clicker:

- In your LEARN course website under Course Materials > the Content area, there is a link titled "iClicker Registration". Click this link to go to the UW iClicker Registration page. Here you will find an input box for new clicker ID registrations, and a list of clicker IDs you have already registered with the iClicker company. You can also remove an unwanted clicker ID on this page as well. Images on the page show you where to find your clicker ID on the back of your clicker.
- Registration is only needed once. A single registration will work for all your clicker courses and all terms.
- If you replace your clicker then register the new clicker ID number in the same manner as above.
- Your registration on official clicker webpage is not going to work for our purposes. Please use the UW internal registration listed above for registering your i>clicker.
- The clicker ID number is printed on the back of the clicker near the bottom, sometimes in very small type. An example is 12873CAB. Other numbers on the back like T24-RLR13 or 6495A-RLR13 are not clicker IDs.
- If your clicker ID has worn off, then take your clicker back to the textbook store and the staff will identify it. Clicker IDs never use the capital letter O (Oh) or lowercase letter L, but the similar looking numerals 0 (zero) or 1 (one) may be part of your Clicker ID.
- FAQ for students about clickers can be found on the following link:

<http://www.math.uwaterloo.ca/~pkates/CTE/clickers/clicker-student-faq.html#faq-register-what>

Assessment 2 (30%)

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 20 minutes in length. Note that **no make-up dates** will be arranged for students absent on a quiz day.

Assessment 3 (25%)

Me Inc. Pitch (individual)

Pitch yourself for 90 seconds! As a student in this course, you will prepare a 90 second video pitch in which you will introduce yourself to the class, tell your peers who you are, what you are good at, what

kind of problems you can solve and what makes you an awesome professional. 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 be approximately 10 pages.

During the last two days of class, teams will pitch the business idea they had been working. The goal of the pitch is an investment ask. Each team will have a maximum of 10 minutes for their presentation + 5 minutes for Q&A. The grade will be based on instructor evaluation, but also your classmates.

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	May 7	Intro to course Why do we study entrepreneurship? Why does it matter? Personal Branding	Course Syllabus and class details Article: "Workers on Tap" & "There is an App for that" - the Economist For next class: complete self assessment: 16personalities.com
Week 2	May 14	Personal Branding	See Learn for reading material Me Inc. Video Pitches due by 9am on May 25
Week 3	May 21	Victoria Day - University Holiday	
Week 4	May 28	What is entrepreneurship? Global aspects of entrepreneurship	Quiz 1 (beginning of class) Entrepreneurship self assessment test (in class)

		Entrepreneurship in the Waterloo Region	See Learn for reading material
Week 5	June 4	Creativity and innovation – a key part of entrepreneurial success	See Learn material Watch everyone’s Me Inc. Videos
Week 6	June 11	Building a new venture: recognizing opportunities and generating ideas.	See Learn for reading material In class activity: identify students with business ideas in the class and discuss business ideas as a group
Week 7	June 18	Feasibility Analysis Industry and competitor analysis	Quiz 2 (beginning of class) In class activity: Pitch your business idea to the class & recruit your team – finalize final project teams
Week 8	June 25	Developing an effective business model - writing a business plan (lean canvas)	See Learn for reading material Hands-on work in class
Week 9	July 1	Canada Day – University Holiday	
Week 10	July 9	Getting financing or funding Pitching your business – building an investment slide deck	Quiz 3 See Learn for reading material Hands-on work in class
Week 11	July 16	Final presentations	Groups 1-9
Week 12	July 23	Final presentations	Groups 10-18

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.