

**UNIVERSITY OF WATERLOO**  
**ECONOMICS 220 - 001 Principles of Entrepreneurship**  
**Spring 2019**

Instructor: Geoffery Malleck  
Class Number: 2175  
Class: Monday and Wednesday, 2:30 pm – 3:50 pm  
Classroom: AL208  
Anti-reqs: ARBUS 200/ ENBUS 203  
Catalogue: 220-001  
Office: HH 101  
Phone: (519) 888-4567, ext. 32654  
Office hours: Monday and Wednesday 12:00 pm to 2:00 pm  
*Recommended that you schedule an appointment*

**E-Mail:** Questions are welcome at the start of each class. This is an opportunity for everyone to benefit from your thoughtful inquiry. You can also connect via email ([gmalleck@uwaterloo.ca](mailto:gmalleck@uwaterloo.ca)). Allow 2 business days for a reply.

**Required Reading:**           **Title:**           Creativity Inc.  
  **Author:**        Catmull, Ed  
  **ISBN:**           978-0-307-36117-2

**Note:**           Application of text to class grades are assigned via iClicker

**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 among you will prefer to develop a dream with an accompanying desire to acquire the skills, knowledge and attitude.

*“Here’s to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can’t do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do.”*

Apple advertisement from [https://en.wikiquote.org/wiki/Apple\\_Inc](https://en.wikiquote.org/wiki/Apple_Inc).

**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 participants to the critical soft skills of entrepreneurship- and of life- including leading and managing, negotiation, networking, branding yourself and ethics.
- 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- more is defined by you.

### **Course Objectives**

Students willing to invest in this course:

- Identify key principles of strategy and their application to critical business decisions.
- Will be better able to analyse actual situations and apply knowledge and logic to provide a viable solution
- Will be able to expand some of the key themes of the course with broader life experiences
- Assess your own and your group members' contributions to the group's assignments
- Will come to see themselves as future stewards of highly principled businesses
- Get excited about the potential of entrepreneurship as a future lifestyle
- Be more interested in the multiple skills, attitudes and values associated with entrepreneurship
- Will learn to apply creativity to determine the core problem and realize better solutions

### **Course Evaluation**

#### **Group Submissions (Various)**

- Detailed information: Assignments, marking criteria and descriptions follow
- Group Weights: 65%

#### **Individual Submissions**

- Detailed information: Assignments, marking criteria and descriptions follow
- Individual Weights: 35%

Preparation for the next week is clearly stated in the student guide. 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.

The instructor reserves the right to offer bonus marks as determined appropriate.

Group mark details are posted 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 posted due date (11:30 pm).

Information contained in the student guide 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:**

While not a graded submission, the contract is a course requirement. The group contract is enforceable so each member should invest a serious commitment in the content.

### **Information on Plagiarism Detection:**

The Marketing project must be submitted electronically to the Course web-site dropbox which checks for plagiarism via a link to Turnitin. The drop-box is located under Assessments on LEARN.

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.

### **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**

Attendance is based on class participation measured via clickers. Please see the policy on clickers above.

### **Cross-listed course (requirement for all Arts courses)**

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. 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.

### **Mental Health Support**

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health support 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: 519-749-4300 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 on 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), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on each side of the Grand River.

For more information about the purpose of territorial acknowledgements, please see the [CAUT Guide to Acknowledging Traditional Territory \(PDF\)](#).

**Academic freedom at the University of Waterloo**

[Policy 33, Ethical Behaviour](#) states, as one of its general principles (Section 1), “The University supports academic freedom for all members of the University community. Academic freedom carries with it the duty to use that freedom in a manner consistent with the scholarly obligation to base teaching and research on an honest and ethical quest for knowledge. In the context of this policy, 'academic freedom' refers to academic activities, including teaching and scholarship, as is articulated in the principles set out in the Memorandum of Agreement between the FAUW and the University of Waterloo, 1998 (Article 6). The academic environment which fosters free debate may from time to time include the presentation or discussion of unpopular opinions or controversial material. Such material shall be dealt with as openly, respectfully and sensitively as possible.” This definition is repeated in Policies 70 and 71, and in the Memorandum of Agreement, Section 6.

