

**UNIVERSITY OF WATERLOO**  
**MGMT 220 - 001 Principles of Entrepreneurship**  
**Fall 2021**

Instructor: Geoffery Malleck  
Class Number: 4295  
Class: Thursdays, 1:00 pm – 2:20 pm  
Classroom: STP 105  
Anti-reqs: ARBUS 200/ ENBUS 203/ ECON 200  
Catalogue: 220-001  
Office: HH 101  
Phone: (519) 888-4567, ext. 32654  
Office hours: Remote office hours will be set during the first week of class.  
*Recommended that you schedule an appointment*

**E-Mail:** Questions are welcome at the start of each class. I will also accept questions via email but prefer the classroom Q&A as it is an opportunity for everyone to benefit from your thoughtful inquiry. My email is ([gmalleck@uwaterloo.ca](mailto:gmalleck@uwaterloo.ca)). Allow 1 business days for a reply.

**Required Reading:** Various media resources provided throughout semester.

**ECON 220 Course Guide**

Description	Page(s)
- Course Outline	1-4
• Course information	
• Overview of course requirements	
• University of Waterloo policy	
- Using Learn and Course Material	5
- Assignments (Summary chart)	6
- All other material posted in the Content section of Learn.	

**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**

- Develop an understanding of the entrepreneurial mindset and form a connection of the attributes to themselves (do they have it?).
- Develop an awareness of the diverse characteristics that define the entrepreneur
- Understand the key stages and the process of entrepreneurship.
- Understand the nature of creativity and innovation and apply the concepts to self.
- Appreciate the value of creativity and innovation.
- Understand how strategy is the ultimate enabler of entrepreneurship in enterprise.
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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 Weight: 40%

### **Individual Submissions**

- Detailed information: Assignments, marking criteria and descriptions follow
- Individual Weight: 60%

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 Learn. 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.

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

The 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**

Out of courtesy for your colleagues, smart phones, and other communication devices should 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**

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 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.

#### **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.

## Understanding Learn, Teams and MGMT 220

Learn is the resource centre for the course. All information, correspondence, grades, and rubrics are available in this website. The url (below) will require your UW user ID and password to enter. If you are registered in the course, one of the course options should be ECON 220.

### Tab A: Course Home

This is a good landing page that provides course related information updates, announcements, cancellations and rescheduling announcements from TA's.

### Tab B: Course Material

All course information is posted in the Course Material Tab of Learn. Accessing Learn is automatic once you are registered and your account is in good order.

Learn is available at: <https://learn.uwaterloo.ca/d2l/home>

The Course Material tab has three components

1. Content- All relevant course information is provided in this section including TA information, updated exercises and all course details.
2. Lecture Slides- With the exception of copyrighted material, the lecture slides are posted for your review. It is recommended that you review the slides prior to class and use the slides as a means to record notes.
3. Rubrics- Each assignment has a rubric to assist the TA when marking each student's submission. It is a useful tool for students in the class to use as a guide.

### Tab C: Connect

Connect is your communications section. It is here that you can connect with classmates, team members, TA's, myself. In class assignments and group discussion forums are located in this section. The three sections are:

1. Classlist- listing and emails for all active students, TA's and myself
2. Discussions- Discussion and submission forums will be set up.
3. Groups- Each student is assigned to work in a group. Learn allows numerous points of access to your group members from emails to forums.

Tab D: Assessments- All assignments (group and individual), (graded and non-graded) are posted in the related dropbox. When the submissions are marked the individual or student team will be able to review the mark and feedback in this section.

- Dropbox sections include:
- Graded group submissions
- Non-graded group submissions
- Peer evaluations (both shared and confidential)

We will conduct a series of activities using the MS Teams Platform. By now I suspect you are familiar with the technology. Meetings with individuals and teams will be hosted on Teams. Shortly after the teams are formed, individual channels on Teams will be formed. These channels will be used for weekly meetings.

## Assignment Responsibilities

Week	Assignmt #	Title	Due date	Group/Ind	Theme	Weight	Other
3	Assign 1	My personal 'success' model.	Due: Sept. 24 at 11:30 pm	Individual	Success	Individual-15%	Build your definition- model and submission
4	Assign 2	(A) Taking responsibility for our 'team'. Crafting a useful/ motivating team charter	Due: October 1 at 11:30 pm	Group	Charter	5%	Team Charters/ Contract. Submission to appropriate dropbox
6	Assign 3	Interview with an entrepreneur	Due: October 22 at 11:30 pm	Group	Interview	25%	"From the mouth of... " Submission to appropriate dropbox
6	Assign 4	(B) Taking responsibility for our 'team'. Designing and implementing a using member evaluation.	Due: October 22 at 11:30 pm	Group	Submit	5%	Feedback design and first attempt. Submission to appropriate dropbox
6-7	Assign 5.1	Submit- The idea and process	Due: October 24 at 11:30 pm	Individ	Submit	Individ-30%	Materials submitted 20 minute presentation (max). Slides posted at 11:30pm the evening before presentation
7	Assign 5.2	Present- The idea and process	Presentations begin October Oct 27 (week 7)	Individ	Present		
7	Assign 5.3	Team reflect- The idea and process	Due: Day of creativity presentation at 11:30 pm	Team	Reflect	Individual-3%	First team self analysis
7-8	Assign 6.1	Submit-Value Proposition	Due: October 31 at 11:30 pm	Individ	Submit	Individ-30%	Materials submitted 20 minute presentation (max). Slides posted at 11:30pm the evening before presentation
8	Assign 6.2	Present-Value Proposition	Presentations begin November 3 (week 8)	Individ	Present		
8	Assign 6.3	Team reflect-Value Proposition	Due: Day of value prop presentation at 11:30 pm	Team	Reflect	Individual-3%	Second team self analysis
8-9	Assign 7.1	Submit-Target Audience	Due: Nov 7 at 11:30 pm	Individ	Submit	Individ-30%	Materials submitted 20 minute presentation (max). Slides posted at 11:30pm the evening before presentation
9	Assign 7.2	Present-Target Audience	Presentations begin November 10 (week 9)	Individ	Present		
9	Assign 7.3	Team reflect-Target Audience	Due: Day of value prop presentation at 11:30 pm	Team	Reflect	Individual-3%	Third team self analysis
9-10	Assign 8.1	Submit-Relationship and Channel	Due: Nov 14 at 11:30 pm	Individ	Submit	Individ-30%	Materials submitted 20 minute presentation (max). Slides posted at 11:30pm the evening before presentation
10	Assign 8.2	Present-Relationship and Channel	Presentations begin November 17 (week 10)	Individ	Present		
10	Assign 8.3	Team reflect- Relations and Channels	Due: Day of value prop presentation at 11:30 pm	Team	Reflect	Individual-3%	Fourth team self analysis
10-11	Assign 9.1	Submit-Revenue and Summary	Due: Nov 21 at 11:30 pm	Individ	Submit	Individ-30%	Materials submitted 20 minute presentation (max). Slides posted at 11:30pm the evening before presentation
11	Assign 9.2	Present-Revenue and Summary	Presentations begin November 24 (week 11)	Individ	Present		
11	Assign 9.3	Team reflect-Rev and Summary	Due: Day of value prop presentation at 11:30 pm	Team	Reflect	Individual-3%	Fifth team self analysis
12	Assign 10	(C) Taking responsibility for our 'team'. Formal submission of final member evaluation.	Due: December 5 at 11:30 pm	Group	Submit	5%	Final feedback. Submission to appropriate dropbox

NOTE: Page limits for assignments are strictly enforced. 10% deducted for each page over prescribed limit, where applicable.