

# Syllabus: Entrepreneurship and the Creative Workplace MGMT220

## Course Description

### Entrepreneurship and the Creative Workplace

*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.*

## Learning Outcomes

By the end 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.

## Announcements

The **Announcements** widget on the Course Home page will be used during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click Show All Announcements.

## Discussions

A **General Discussion** for class-wide discussions and an **Ask the Instructor** discussion forum. Use the Ask the Instructor Forum when you have a question that may benefit the whole class. Also, check this forum to see if your question has already been answered before reaching out to your instructor.

## Class Structure

The class will be broken into group of 5-6 students at the start of the term. These groups will work together to complete the Final Assignment. The Group must complete a Group Contract at the start of term.

## Resources

[Library COVID-19: Updates on library services and operations.](#)

## Grade Breakdown

The following table represents the grade breakdown of this course.

<b>Activities and Assignments</b>	<b>Weight (%)</b>
<i>Quizzes (2 worth 15% each), Individual</i>	<i>30%</i>
<i>Reflection Assignments (top 3 of 4, worth 5% each), Individual</i>	<i>15%</i>
<i>Participation</i>	<i>10%</i>
<i>Ideation Assignment</i>	<i>15%</i>
<i>Feasibility Study Written Submission</i>	<i>20%</i>
<i>Investor Deck Presentation</i>	<i>10%</i>

## Quizzes

There will be 2 quizzes based on the course content. Format will be multiple choice and/or short answer. Further details to be provided closer to quiz date.

## Ideation Assignment

The Ideation assignment is composed of three elements: a problem journal, problem selection, customer feedback and final idea.

**Problem Journal** – Create a list of at least 5 “problems”. Describe the situation which prompted the problem. What is your possible solution?

**Problem Selection** – Describe what criteria you used to select your “best” problem.

Customer Feedback – Describe the problem and solution to a minimum of 5 people. Record what the feedback was and how it changed your idea. Complete at least two iterations of this process. E.g. Original idea to five people, revised idea to five people.

Final Idea – Based on feedback describe your final idea and create 1 minute pitch for class presentation.

## Reflection Assignment

The reflection assignments are based on the book Creativity, Inc. by Ed Catmull. The book is divided into 4 parts.

Part 1 – Getting Started

Part 2 – Protecting the New

Part 3 – Building and Sustaining

Part 4 – Testing What We Know

One reflection is to be written for each Part. The best 3 out of 4 grades will be used for the final grade.

Reflections should be approximately 500 words but should not exceed 600 words. Assignments should use 12-point font and be double-spaced. Additional resources are available on Learn under “Reflection Resources”.

## Final Assignment

The Final Assignment is a group assignment. The group will create a Feasibility Study and Investor Deck for the new business idea selected by the team. The Feasibility Study will be a written report. The Investor Deck will be a group presentation. Additional details will be available on Learn, under Final Assignment Resources.

## Course Schedule

Class	Date	Topic	Readings	Due
1	Sept. 12	Introduction and review of course requirements		
2	Sept. 12	Economics and Entrepreneurship		
3	Sept. 19	Can Entrepreneurship be Taught?	Jeff Bezos Case Study	
4	Sept. 19	Fixed vs. Growth Mindset What's Your Problem?		
5	Sept. 26	Effectuation Process and Customer Discovery		
6	Sept. 26	Myths of Creativity 1-5		Sun. Sept. 25 Reflection 1
7	Oct. 3	Myths of Creativity 6-10		
8	Oct. 3	Discussion "Creativity Inc." Part 1		Group Contract
	Oct. 10 - 14	Reading Week		
9	Oct. 17	5 Principles of Entrepreneurship		
10	Oct. 17	5 Principles of Entrepreneurship Continued		Sun. Oct. 16 Ideation Assignment
11	Oct. 24	Mid Term 1		
12	Oct. 24	Failure and Entrepreneurship		Test 1
13	Oct. 31	New Business Start-Up Process		
14	Oct. 31	The Lean Start-Up		Sun. Oct. 30 Reflection 2
15	Nov. 7	Feasibility Study Essentials Elements of a Great Elevator Pitch Discussion "Creativity Inc." Part 2		
16	Nov. 7	Research Basics		
17	Nov. 14	Generic Strategy and the Strategic Triangle		
18	Nov. 14	Porter's Five Forces		Sun. Nov. 13 Reflection 3
19	Nov. 21	Blue Ocean Strategy PEST Analysis		
20	Nov. 21	Discussion "Creativity Inc." Part 3		
21	Nov. 28	Mid Term 2		Test 2

22	Nov. 28	Work Session		Sun. Nov. 23 Reflection 4
23	Dec. 5	Investor Deck Presentations		
24	Dec. 5	Investor Deck Presentations		

*\*\* Schedule changes may be made and will be announced in class and posted on Learn. In addition, other required readings and/or activities will be posted on an on-going basis to facilitate weekly learnings. \*\**

## Contact Us

Who and Why	Contact Details
<p><b>Instructor and TA</b></p> <ul style="list-style-type: none"> <li>• Course-related questions (e.g., course content, deadlines, assignments, etc.)</li> <li>• Questions of a personal nature</li> </ul>	<p><b>Post your course-related questions</b> to the <b>Ask the Instructor</b> discussion topic*. This allows other students to benefit from your question as well.</p> <p><b>Questions of a personal nature</b> can be directed to your instructor.</p> <p><i><b>Instructor:</b> Lynn Gazzola lgazzola@uwaterloo.ca</i></p> <p><i><b>TA:</b> Maxim Hebert    m3hebert@uwaterloo.ca</i></p> <p><i>Your instructor checks email and the <b>Ask the Instructor</b> discussion topic* frequently and will make every effort to reply to your questions within 24 hours, Monday to Friday. When emailing the instructor, please indicate the course code in the subject line.</i></p>
<p><b>Technical Support,</b></p> <ul style="list-style-type: none"> <li>• Technical problems with Waterloo LEARN</li> </ul>	<p><a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a></p> <p>Include your full name, WatIAM user ID, student number, and course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</p>

	<a href="#">LEARN Help Student Documentation</a>
<b>Student Resources</b>	<a href="#">Student Resources</a> <ul style="list-style-type: none"> <li>• Academic advice and Student success</li> <li>• WatCards</li> <li>• Library services and more</li> </ul>

## Materials and Resources

### Textbook(s)

#### Required

Title: Creativity Inc.

Author: Catmull, Ed

ISBN: 978-0-307-36117-2

## Course and Department Policies

### Course Policies

#### Course Evaluation

Group Submissions (Various) - Detailed information: Assignments, marking criteria and descriptions follow on Learn

Individual Submissions - Detailed information: Assignments, marking criteria and descriptions follow on Learn

MGMT 220 F22 - 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 (11:59 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.

## Department Policies

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.

## University Policies

*Purpose: for students to understand the University Policies that pertain to them being a student in the course.*

**Academic integrity:** In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the [Office of Academic Integrity](#) for more information.]

**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.

**Discipline:** A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check the [Office of Academic Integrity](#) for more information.] 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 instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

**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](#).

**Note for students with disabilities:** [AccessAbility Services](#), located in Needles Hall, Room 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 AccessAbility Services at the beginning of each academic term.

**Turnitin.com:** Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

June 15, 2009 (updated March 2018)

## Coronavirus Information

### [Coronavirus Information for Students](#)

This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

## Mental Health Support (optional)

*Purpose: this optional section provides students with the services and contact information for mental health supports*

All of us need a support system. We encourage you to seek out mental health supports when they are needed. Please reach out to [Campus Wellness and Counselling Services](#).

We understand that these circumstances can be troubling, and you may need to speak with someone for emotional support. [Good2Talk](#) is a post-secondary student helpline based in Ontario, Canada that is available to all students.



## Territorial Acknowledgement (optional)

*Purpose: to acknowledge Indigenous peoples' presence and land rights, to recognize that we benefit from the land, to prompt reflection, in the spirit of Truth and Reconciliation.*

“We acknowledge that we live and work on the traditional territory of the Attawandaron (Neutral), Anishinaabeg, 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.”