



Faculty of Business Administration
Business 3255 ENTREPRENEURIAL VENTURE MANAGEMENT
Winter 2023 January 9-April 11

CONTACT INFORMATION

Instructor:

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| Name | TBD |
| Email | TBA |
| Office Location | TBA |
| Office Hours | by appointment (via zoom) |
| Supplementary Course Website | materials will be posted to the course's web page (on myCourselink/D2L) |

COURSE DESCRIPTION

This course focuses on strategic issues important for managing innovative entrepreneurial ventures, including the attraction and management of financial, human, intellectual, and network resources. The content of the course is organised around the initiation, planning, growth and development of new and emerging ventures. Through real world cases, students will learn how to increase the probability of venture success through securing critical resources, and how to create value by linking resource management practices to key strategic outcomes. The course also intends to familiarise students with a wide range of conceptual and theoretical developments in entrepreneurship studies. Several pertinent concepts of entrepreneurship such as entrepreneurial cognition and ethics, corporate entrepreneurship and social entrepreneurship will be addressed in this course. It supports a broad range of student career endeavours, including developing startups, innovating within established organisations, and managing venture capital

DELIVERY MODE/LOCATION

| | |
|-------------------------|--------------------------|
| Course Location: | Online delivery via Zoom |
| Times: | F 8:30AM-11:30AM |

In the context of remote instruction and participation, video and audio recordings of class activities will be made to ensure students' and instructors' easy and comprehensive access to those activities. The recordings are confidential and are intended only for the use of the course students and instructors. They may otherwise not be used or disclosed. During recording, to protect others' privacy, each student should ensure that no one else is present in the location where they are being recorded without that non-student's consent. The recordings are made under the authority of sections 3 and 14 of *The Lakehead University*



Act, 1965. Questions about the collection of the images and sounds in the recordings may be directed to David Richards, Dean of the Faculty of Business Administration at david.richards@lakeheadu.ca.

COURSE OBJECTIVES

The purpose of the course is for students to become familiar with different aspects of initiation, planning, growth and development of new and emerging ventures. The aims and objectives of this course are:

1. Ability to deeply understand entrepreneurship theory and practice
2. Awareness of different approaches to entrepreneurship and schools of thought
3. Awareness of legal and ethical challenges faced by entrepreneurs
4. Ability to critique existing venture management strategies
5. Ability to evaluate a business plan and make suggestions for establishment and growth strategies

LEARNING OUTCOMES

On completion of this course, students should be able to:

1. Demonstrate knowledge of the concepts and theories of entrepreneurial venture management and be able to apply these to a range of business situations.
2. Critically analyse entrepreneurial ideas/business plans, evaluate strategic options and make reasoned recommendations of strategic development.
3. Understand the importance of legal and ethical issues in entrepreneurship and take them into consideration when planning for new business endeavours and growth strategies.

COURSE SCHEDULE

The following is the planned course schedule. In the event that a scheduled class is cancelled, a make-up class will be scheduled and the course schedule adjusted accordingly.

| Week | Topic | Material |
|-------------|--|------------------------------------|
| 1 | Course outline + Introduction to entrepreneurship | Chapter 1 |
| 2 | Preparing for and evaluating the challenges of growth; Case | Chapter 13 <i>Case: Twitter</i> |

| | | |
|----|---|---|
| 3 | Strategies for firm growth | Chapter 14 |
| 4 | Unique Marketing issues | Chapter 11 |
| 5 | Two cases | <i>Case: Barnes & Noble</i> <i>Case: Comptel-Nickel</i> |
| 6 | Case + mid-term review | <i>Case: Nanda</i> |
| 7 | Mid-term (during class time) | |
| 8 | Preparing the Proper Ethical and Legal foundation | |
| 9 | The Importance of Intellectual Property | Chapter 7 *the case you are to complete for your case analysis assignment will be covered. |
| 10 | Franchising | Chapter 12 <i>Case: Hung Fook Tong</i> |
| 11 | guest speaker + final exam review | Chapter 15 <i>Case: AirAsia X</i> |
| 12 | Group project presentations | |

IMPORTANT DATES:

ITEM:

DUE BY/DATE:

| | |
|---------------------------------------|-----|
| Case analysis | TBA |
| Mid-term | TBA |
| Group project and presentation | TBA |
| Final exam | TBA |

NOTE: Any important announcements, including changes in due dates will be announced in-class and posted on course webpage (D2L)

REQUIRED MATERIALS

Textbook:

Entrepreneurship: Successfully Launching New Ventures, 6th Edition. Bruce R. Barringer, R. Duane Ireland. Pearson.

Case package:



The case package can be downloaded from the Harvard Business Publishing website.

Follow this link to download: <https://hbsp.harvard.edu/import/898404>

ADDITIONAL MATERIALS

Additional materials will be placed on reserve in the library that may be useful in preparing in class presentations.

EVALUATION

| Assignment | Value | Individual/Group |
|--------------------------------|---|-------------------------|
| Participation | 5% | Individual |
| Mid-term exam | 30% | Individual |
| Case analysis | 15% | pairs |
| Group project and presentation | 20% for project, 5% for presentation 25% total) | Group |
| Final exam | 25% | Individual |

| | |
|--|-----|
| Significant & meaningful contributions | 4-5 |
| Regular and useful contributions | 3 |
| Occasional contributions | 2 |
| Regular attendance, minimal contribution | 1 |
| Irregular attendance | 0 |

Participation:

Participation will be based on attendance record and active and constructive involvement by each student in the class.

Active participation can occur in two ways:

- 1) Asking/answering questions during the lecture, as guided by the professor
- 2) Through online discussion on the course website. Each week, I will post a one or two questions on D2L based on the content we studied that week. Students are



expected to engage in an online forum style discussion based on the questions posed. Students can directly answer questions, provide their opinions, react or reply to the posts of others, or engage in any manner they feel is constructive and contributes to the learning of the class. Only discussion that happens during the specified time frame will be considered for participation.

Case analysis:

The case analysis is to be written with a partner.* Students are expected to develop and present a complete analysis of each assigned case in pairs.

The case to be analyzed will appear in your downloadable case pack. Assignments handed in later than 10 minutes after the class begins will automatically get a zero grade, because the case will be discussed in class.

* In case of an odd number of students, one student will be randomly assigned to do it individually.

Max length: Maximum length is 4 double-spaced pages with at least 1-inch margin on all four sides of the pages. Use Times New Roman, 12-font only. On top of the 4-page limit, you can include (a) one title page, (b) one page of appendix which includes tables or figures only, and (c) as many reference pages as you wish. Reference pages can include reference only. Please *adhere strictly to page maxima.*

Group project and presentation:

You will be assigned a project to work with in groups which will also require a presentation. The details of the project and presentation will be announced at a later date and posted on D2L.

Mid-term exam:

mid-term coverage and components will be posted to d2l

Final exam:

final exam coverage and components will be posted to d2l

Group Project:



TEAM REPORT: EDITORIAL SIGN OFF

| Team Member <i>(please type or print name clearly)</i> | Percentage of Contribution <i>(equal percentages indicate equal contribution)</i> |
|--|---|
| | |
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| | |

By signing below, I acknowledge that our group has agreed with the above assessment of group member contribution. If the group is unable to reach agreement, they must meet with the instructor prior to the due date.

By signing below, I acknowledge that I have read the final synthesized report. I have offered comments and corrections to the final report with regard to grammar, spelling, punctuation and duplication of content. To the best of my knowledge, everything in this report represents original work. Any ideas or concepts that are not original have been referenced.

| Team Member Names <i>(please print or type clearly)</i> | Team Member Signatures: | Date: |
|---|--------------------------------|--------------|
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* This form must be attached to the back page of the final report

GRADING SCHEME:

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|----|------------|---|
| A+ | 90 to 100% | Outstanding understanding of the course concepts including integration of materials and ideas, ability to apply knowledge to situations |
| A | 80 to 89% | |
| B | 70 to 79% | Above average to excellent knowledge, ability to apply knowledge to situations |
| C | 60 to 69% | Satisfactory knowledge including ability to recognise and apply major course concepts, and to progress to next level of course |
| F | 1 to 59% | Failed to meet minimum requirements of the course |
| F | 0 | Failure resulting from academic dishonesty |

Students are advised to refer to the University Calendar to ensure that they have adequate grades and/or average to proceed in their program. Some course /program requirements require a higher average than the minimums stated above.

COURSE POLICIES

The instructor reserves the right to schedule quizzes, make-up classes, and other course-related activities on Fridays throughout the academic term; students should not make commitments that would prevent them from fulfilling these course requirements. We will attempt to minimize conflict of Friday activities with other program requirements.

Laptops: Students may use laptops in class for class-related activities only.

GENERAL REGULATIONS ACADEMIC

DISHONESTY

The University takes a most serious view of offences against academic honesty such as plagiarism, cheating and impersonation. Penalties for dealing with such offences will be strictly enforced.

A copy of the "Code of Student Behaviour and Disciplinary Procedures" including sections on plagiarism and other forms of misconduct may be obtained from the Office of the Registrar.

The following rules shall govern the treatment of candidates who have been found guilty of attempting to obtain academic credit dishonestly.

- (a) The minimum penalty for a candidate found guilty of plagiarism, or of cheating on any part of a course will be a zero for the work concerned.
- (b) A candidate found guilty of cheating on a formal examination or a test, or of serious or



repeated plagiarism, or of unofficially obtaining a copy of an examination paper before the examination is scheduled to be written, will receive zero for the course and may be expelled from the University.

Students disciplined under the Code of Student Behaviour and Disciplinary Procedures may appeal their case through the Judicial Panel.

Note: "Plagiarism" shall be deemed to include:

1. Plagiarism of ideas as where an idea of an author or speaker is incorporated into the body of an assignment as though it were the writer's idea, i.e. no credit is given the person through referencing or footnoting or endnoting.
2. Plagiarism of words occurs when phrases, sentences, tables or illustrations of an author or speaker are incorporated into the body of a writer's own, i.e. no quotations or indentations (depending on the format followed) are present but referencing or footnoting or endnoting is given.
3. Plagiarism of ideas and words as where words and an idea(s) of an author or speaker are incorporated into the body of a written assignment as though they were the writer's own words and ideas, i.e. no quotations or indentations (depending on format followed) are present and no referencing or footnoting or endnoting is given.

The University Regulations regarding academic dishonesty can be found at: <https://www.lakeheadu.ca/faculty-and-staff/departments/services/provost-vice-president-academic/academic-integrity-plans-policies/academic-dishonesty-regulations>

The code of student behaviour and disciplinary procedures can be found at: <https://www.lakeheadu.ca/faculty-and-staff/policies/student-related/code-of-student-behaviour-and-disciplinary-procedures>

ACCOMMODATIONS

Lakehead University is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you think you may need accommodations, you are strongly encouraged to contact Student Accessibility Services (SAS) and register as early as possible. For more information, please visit: <http://studentaccessibility.lakeheadu.ca>

MISSED EXAMS

Make-up examinations will only be given with written documentation from a healthcare practitioner using the official Student Health Certificate, available at https://www.lakeheadu.ca/sites/default/files/forms/Certificate%20of%20Illness_Incapacity.pdf



There will be no rescheduling of examinations to accommodate holiday travel or extracurricular activities. No one will be allowed to write examinations prior to the scheduled date.

Missed Examinations and Tests: To be eligible to write final examinations that they have missed due to illness or other extenuating circumstances, students must comply fully with the applicable section of **University Regulation IV** (accessible on-line at <http://csdc.lakeheadu.ca/Catalog/ViewCatalog.aspx?pageid=viewcatalog&catalogid=25&chapterid=7015&loaduserredits=False>).

Note: Documentation must be provided no later than three (3) working days after the date of the original final examination. The Certificate of Illness or Incapacitation must be dated as seen by the Medical Professional no later than one working day after the examination.

With respect to eligibility to write mid-term exams or other tests that have been missed, there must again be full compliance with University Regulation IV - except that the completed and signed "Certificate of Illness or Incapacity" or, in the case of exceptional circumstances other than illness, official supporting documentation, must be submitted directly to the instructor rather than Enrolment Services.