

TED ROGERS SCHOOL

Entrepreneurship & Strategy

ENT 100

Applied Entrepreneurship FALL 2022

Our goal is to provide students with a deeply experiential and transformative learning experience in a vibrant urban environment. We empower students with a philosophy of entrepreneurial thinking, passion, and action-orientation that they can apply to their lives, their jobs, their communities, and/or their own new ventures.

We ignite students' passions and empower them to achieve extraordinary goals. Canada's pre-eminent and largest entrepreneurship program, we deliver innovative educational programs and support multi-disciplinary experiences across campus with local, national and global impact. We provide access to world-class support and funding for our students' new ventures and are embedded within our community.



ENT100: Applied Entrepreneurship

Fall 2022

Instructor Information

- **Instructor Name:** Brad Poulos
- **Office Location:** 3-039
- **Office Hours:** By Appointment Only (Normally via Zoom)
- **Email Address:** bpoulos@ryerson.ca

Email Policy

In accordance with the Policy on Ryerson Student E-mail Accounts (Policy 157), Toronto Metropolitan University (TMU) requires that any electronic communication by students to TMU faculty or staff be sent from their official university email account.

Course Description

Students work with their course instructor to identify, select and complete twelve entrepreneurship modules and assignments that support their specific entrepreneurial project. Potential modules include: customer identification, stakeholder analysis, market segmentation, lean startup, design thinking, agile methods, business-model design, business planning, or financial analysis. This highly flexible course is designed to support independent student projects, startups and Zone Education. This is an experiential applied course, and students must engage with the entrepreneurial ecosystem both within and outside Ryerson. This course is not available to Entrepreneurship Majors.

Course Details

Course Overview

THIS COURSE IS BEST TAKEN BY STUDENTS WHO WORK WELL WITHOUT STRUCTURE **AND** HAVE A BUSINESS IDEA TO PURSUE AS THE BASIS FOR THIS COURSE.

Students will learn the fundamentals of entrepreneurship through action-based and experiential learning. Typically, students will be required to complete a variety of modules that

take them from the ideation stage into testing assumptions and possibly specifying/building a minimum viable product and validating the value proposition for their proposed new venture. The module content may be delivered either in person or virtually and will be based on a variety of subject matter such as design thinking and lean startup methodologies and students will develop other key skills such as learning how to set milestones, developing project plans and meeting deadlines. The instructor will act as a Project Supervisor who will work with the student in developing a workplan and identifying eight additional entrepreneurship modules to take during the semester. The entrepreneurship modules' structured learning activities may be taken at any number of academic or industry institutions but must be approved by the Project Supervisor in order to be included as part of this course. The review and approval of the workplan and proposed modules will occur by the end of Week 3.

Course Learning Outcomes

During this course, students will:

1. Gain a firm understanding of fundamental entrepreneurial methodologies such as design thinking and the lean start up.
2. Go through the various stages of problem-solution and product-market fit in order to create a minimum viable product.
3. Learn the impact of goal setting and use goals and milestones as a driver for performance and results.
4. Develop skills in self- sufficiency, personal responsibility, and dealing with ambiguity and uncertainty.
5. Develop skills in task and project management.

Course Meetings

As this is a self-directed study course there are **no formal classes**. However, a number of short video lectures posted on D2L provide guidance on how to succeed in the course. (Virtual) Attendance is expected at a number of structured learning activities, based on each student's own workplan. Communication with your professor is by email and at his posted office hours by Zoom. A Graduate Assistant may be assisting with course activities and assignments. Thus, students must recognize that keeping up with the course activities and deliverables is their responsibility. There will be no tolerance of laxness in following the student's approved Workplan.

In Weeks 1 and 2, there will be extended office hours to allow students to get guidance on how to succeed in the course. Students should view the posted guidance videos and think about their likely workplan before visiting.

Originality Detection and Virtual Proctoring

Turnitin.com is an originality detection and plagiarism prevention service to which TMU subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge if something is original/plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. Instructors can opt to have student's papers included in the Turnitin.com database or not. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.

Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

TEXTS AND READING LIST

There are no prescribed readings or texts other than the videos provided online to assist with workplan preparation and submission.

Assessment Weighting Breakdown

The grade for this course is composed of the mark received for each of the following components:

Evaluation Component	Percentage of Final Grade
Initial Workplan & Module Design (Due by midnight on Friday of Week 2)	10%
Workplan Resubmission (Due by midnight on Friday of Week 3)	10%
<p>Completion of 8 module reports each having a weight of 7%, to be submitted weekly in arrears (56% in total).</p> <p>Due by midnight on Friday of the week following the module activity (i.e. You start Module 1 by Week 3 and the Module Submission is due on or before Friday night of Week 4.</p> <p>Note: You are not expected to execute a Module during Study Week.)</p>	56%
Final Report & Self-Reflection (Due by December 11/12 before 11:30 pm) must be submitted in order to pass course. (This is equivalent to a Final Exam)	24%
Total:	100%

With the exception of the Workplan, all submissions are final and no resubmissions are permitted

Initial Course Guidance.

IN WEEK 1

IMPORTANT: As soon as D2L is available, and no later than the Tuesday of Week 1, Watch Guidance Video #1. 1: “Welcome & How ENT 100 Works.”

Then, watch Guidance Video #1.2, “Preparing Your Workplan”, and read the marking rubric posted on D2L before preparing and submitting your workplan. You will also find it useful to watch Guidance Video #2, “Submitting Your Modules.”

Students who have not taken any Entrepreneurship classes should also watch the Key Concepts in Entrepreneurship Videos, #1.3 and #1.4 (these will also provide a good review for those who have taken some courses). Watching these videos will help you prepare a better Workplan.

ASSIGNMENT DETAILS

Note: All Assignments should be well structured, with headings and subheadings, single-spaced and follow the specific guidance provided for each one. Students should review the marking rubrics provided for each one. Marks will be deducted for poorly structured assignments that do not follow the guidance.

Initial Workplan = 10%

Your Workplan should address:

- A Personal Introduction
- Your Area of Interest
- A summary list of the proposed modules
- Details of each Planned Module and a Schedule
- Your Expected Learning Outcome(s) -- for each module and overall.

While there is no specific length for the Workplan, most submissions in previous years have been between two and three thousand words. Anything less than 1,500 words is unlikely to be adequate.

Make sure your report is well structured, written professionally, with appropriate headings and subheadings. Be sure that your proposed modules are numbered from 1 to 8.

Workplan Resubmission = 10%

First submission Workplans always need revision after the professor has reviewed them. The format is unchanged, but student must add, as the first page, a summary of all the changes made from the initial Workplan. Resubmissions will not be marked without this summary. Occasionally a third submission is needed (normally done by email) to gain approval to proceed.

IMPORTANT: Until your Workplan is accepted, you cannot continue in the course. (For practical reasons, to allow you to keep working while the Workplans are being marked you can assume that your first module activity is approved – and it should normally be one of the two recommended by the professor in the video lecture.)

Modules = 8 x 7% =56%.

Students will be required to complete eight (8) Modules over the course of the semester. Evidence of completion as identified by the Project Supervisor/Instructor is required. A Module consists of:

1. Identifying a core topic that is relevant to the student's overall project
2. Reading, attending a presentation and/or watching on-line content that is relevant to that topic and doing supporting research/reading or carrying out primary or secondary research (you must demonstrate and justify at least 5-6 hours of effort in each Module)
3. Writing a 500-600 word, single-spaced discussion of how that content has been directly applied to the student's project, including appropriate citations (using APA). Note: Length does NOT include evidence of doing the work, such as Lecture Notes or other Appendices
4. Receiving feedback from the Project Supervisor/Marker and a grade for that Module
5. All modules must include either a structured learning activity or significant some background reading supporting by significant active learning activities, applying the knowledge gained.

These Modules can include a varying array of topics. For most students, a suitable core experience would be to attend a number of StartUp School seminars (typically about five). Full details of the offerings this Semester can always be found at <https://www.torontomu.ca/zone-learning/startup-school/>.

While live attendance is expected whenever possible, if a student has a class on the night of Startup School sessions (proof of enrolment in that class must be provided to the instructor), good online sources are available from a number of sources

Students are also encouraged to look outside of Ryerson at entrepreneurship and innovation seminars hosted by other organizations in Toronto.

The choice of modules will be determined by the student working with the Project Supervisor/Instructor. In most cases, the student will define and create their own modules. To help students get started, especially those with little entrepreneurship course background, students can start with one of two pre-established Modules. All students are reminded that work cannot be submitted for credit, in whole or in part, in more than one course without the written approval of both instructors and that failing to do so may result in a charge of academic misconduct.

Before submitting any modules watch Guidance Video #2, “Preparing a Module Submission,” to make sure you meet the requirements for your submission. Note: Other Videos will be posted during the course to help you carry out specific types of module activity, such as carrying out a survey or doing interviews.

Final Report & Self Reflection = 24%

The final report will have two sections.

First, students will briefly summarize all their work during the semester, they will describe what they did in each module and summarize how well their modules satisfied their learning objectives. It should also discuss the progress they have made in developing their business idea, by taking this course. Expected length of this section is 1500-2,000 words.

The second part is a self-reflective exercise. In this, students will describe their personal development and how they have grown as entrepreneurs and individuals. Expected length of this section is 1,000-1,500 words.

Thus the total submission should be 2,500-3,500 words.

The full details of the assignment will be provided on the D2L online platform.

To help you prepare your Final Report, watch Guidance Video #4, “Your Final Report.”

Additional Comments (if applicable)

- All assignments are submitted to D2L and Turnitin.com
- With the exception of the Workplan, Assignments are normally due weekly by midnight on Fridays, one week in arrears of the Weekly activity (so Module 1 done in Week 3 is due Friday of Week 4). Late submissions may be penalized, however the dropboxes stay open after the Due Dates as some of you will be completing Modules that do not fit neatly into weekly cycles, based on your approved Workplan.
- Be sure to keep an extra copy of all assignments that you hand in.
- It is your responsibility to clarify any ambiguities that you may find in the course materials or syllabus; when in doubt, ask.
- One thing that would be very helpful to me, your instructor, is if you could email me a picture of your favourite entrepreneur before the end of the first week. This is very important to me!

University Policies

Students are required to adhere to all relevant university policies found in their online course shell in D2L and/or on [the Senate website](#).

Department Policies

Standards for Written Work

- Students are expected to use an acceptable standard of business communication for all assignments, in-class discussions, and communication with the site companies and professors. This includes all email communication with the professor and other students, as well as group chats. **Poor grammar, unprofessional and/or unacceptable standard of business communication may result in a grade of zero for that assignment. However, any student who provides a prior draft corrected by TMU Student Writing Support will not be penalized.**
- You are encouraged to obtain assistance from [Writing Support](#) for help with your written communications as needed. (See the Library for [APA style guide references](#)). **Sloppy, poorly written, or unprofessional documents or communication may be returned with a grade of zero, no grade or unread. Please be sure to use Writing Support (and/or use Grammarly) if you need it!**

Professionalism

Your participation in the all components of this course reflects on the professionalism and reputation of you, your group members, this course and program, and Toronto Metropolitan University. Accordingly, you are expected to conduct yourself in a professional and courteous manner at all times. For the purposes of this course, unprofessional behavior includes, but is not limited to, any of:

- Missing student and instructor meetings without giving reasonable notice and reason.
- Not participating fully in group activities in class and for assignments, which may be measured by peer evaluations or group reports submitted to instructors.
- Toronto Metropolitan University policies provide accommodation for a variety of circumstances, and seek to avoid bias of several kinds. You are expected to adhere to these policies in your group work and in interactions with students and professors. It is your responsibility to understand these policies, including religious accommodation, academic accommodation, and what constitutes bias for equity-deserving groups.

Important Resources Available at Toronto Metropolitan University

- [The Library](#) provides research [workshops](#) and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or students can use the Library's virtual research help service at <https://library.ryerson.ca/ask/> to speak with a librarian.
- [Student Life and Learning Support](#) offers group-based and individual help with writing, math, study skills, and transition support, as well as [resources and checklists to support students as online learners](#).
- You can submit an [Academic Consideration Request](#) when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement. You may always visit the [Senate website](#) and select the blue radial button on the top right hand side entitled: Academic Consideration Request (ACR) to submit this request).

Please note that the Provost/ Vice President Academic and Dean's approved a COVID-19 statement for Fall 2022 related to academic consideration. This statement will be built into the Online Academic Consideration System and will also be on the [Senate website](#) (www.ryerson.ca/senate) in time for the Fall term:

Policy 167: Academic Consideration for Fall 2022 due to COVID-19: Students who miss an assessment due to cold or flu-like symptoms, or due to self-isolation, are required to provide a health certificate. All absences must follow Senate [Policy 167: Academic Consideration](#).

Also NOTE: Policy 167: Academic Consideration does allow for a once per term academic consideration request without supporting documentation if the absence is less than 3 days in duration and is not for a final exam/final assessment. If the absence is more than 3 days in duration and/or is for a final exam/final assessment, documentation is required. For more information please see Senate [Policy 167: Academic Consideration](#).

- [TMU COVID-19 Information and Updates for Students](#) summarizes the variety of resources available to students during the pandemic.
- [TMU COVID-19 Vaccination Policy](#)
- If taking a remote course, familiarize yourself with the tools you will need to use for remote learning. The Remote Learning guide for students includes guides to completing quizzes or exams in D2L Brightspace, with or without [Respondus LockDown Browser and Monitor, using D2L Brightspace](#), joining online meetings or lectures, and collaborating with the Google Suite.
- Information on Copyright for [Faculty](#) and [students](#).

Academic Accommodation Support

Academic Accommodation Support (AAS) is the university's disability services office. AAS works directly with incoming and returning students looking for help with their academic accommodations. AAS works with any student who requires academic accommodation regardless of program or course load.

- [Learn more about Academic Accommodation Support](#)
- [Learn how to register with AAS](#)

Academic Accommodations (for students with disabilities) and Academic Consideration (for students faced with extenuating circumstances that can include short-term health issues) are governed by two different university policies. Learn more about [Academic Accommodations versus Academic Consideration](#) and how to access each.

Wellbeing Support

At Toronto Metropolitan University (TMU), we recognize that things can come up throughout the term that may interfere with a student's ability to succeed in their coursework. These circumstances are outside of one's control and can have a serious impact on physical and mental well-being. Seeking help can be a challenge, especially in those times of crisis.

If you are experiencing a mental health crisis, please call 911 and go to the nearest hospital emergency room. You can also access these outside resources at anytime:

- Distress Line: 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: 416-408-4357)
- Good2Talk: 24/7-hour line for postsecondary students (phone: 1-866-925-5454)
- Keep.meSAFE: 24/7 access to confidential support through counsellors via My SSP app or 1-844-451-9700

If non-crisis support is needed, you can access these campus resources:

- Centre for Student Development and Counselling: 416-979-5195 or email csdc@ryerson.ca
- Consent Comes First – Office of Sexual Violence Support and Education: 416-919-5000 ext: 553596 or email osvse@ryerson.ca
- Medical Centre: call (416) 979-5070 to book an appointment

We encourage all Toronto Metropolitan University community members to access available resources to ensure support is reachable. You can find more resources available through the [Toronto Metropolitan University Mental Health and Wellbeing website](#).