ENT 100 – APPLIED ENTREPRENEURSHIP Spring/Summer 2024

PROJECT SUPERVISOR/INSTRUCTOR INFORMATION

Name: Dr Kenneth A. Grant   **Office Location: TRS 3-087**

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Consultation Hours: Wednesdays, 4-6pm (by appointment only, email instructor to arrange) Attendance is encouraged, should you require any help or guidance All students should plan for one short meeting during the first two weeks to discuss Workplan*. **Meetings can be in person or by Zoom.***

COURSE INFORMATION

Posting of Grades and Feedback on Work: Students will be given feedback on assignments through the Course D2L Site. The assessment items are designed to help enhance the current skills that one may possess and the feedback should be utilized as a tool to improve. The Modules are used as tools to make sure students are on the right track and moving well towards reaching milestones.

CALENDAR COURSE DESCRIPTION

Students work with their Project Supervisor/Course Instructor to select and complete 10 assignments – a Workplan (with revisions), 8 personal Modules (from among a wide range of potential activities) that support their specific entrepreneurial project, and an end-of-course Essay. Potential modules include: customer identification, stakeholder analysis, market segmentation, lean startup, design thinking, agile methods, business model design, business planning, financial analysis, and team management. This is a highly flexible course designed to support independent student change making projects, startups and Zone Education. *Students should note that this is an experiential applied course, and they are expected to engage with the entrepreneurial ecosystem both within and outside Toronto MU. It is not a distance-learning course*

No Prerequisites.   Note: Students in the ENT major are not permitted to take this course.

COURSE DETAIL

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 or 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 MEETINGS

This is a self-directed study course with no formal classes. However, several short video lectures posted on D2L provide guidance on how to succeed in the course *and must be watched early in Week 1.* Attendance, either in person or virtually, 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 in person or by Zoom. A Graduate Assistant may be assisting with course activities and assignments. Thus, students must recognise 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 drop by and meet the professor and get guidance on how to succeed in the course. Students should view the posted guidance videos and think about their likely workplan before visiting.

IN PERSON OR BY ZOOM, APPOINTMENT REQUIRED
- DATE: Starts Wednesday, May 1st   TIME: 4-5pm (and each week following, at this time)
- EXTRA SESSIONS
    - DATE: Friday, May 3rd, 9-11am
    - DATE: Monday, May 5th, 4-6pm
    - DATE: Tuesday, May 6th, 4-6pm

COURSE OBJECTIVES:

During this course, students will:

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

EVALUATION

The grade for this course is composed of the mark received for each of the following components: **Method**	Percent/Weight
• Initial Workplan & Module Design • Due by midnight on Friday of Week 2	10%
• Resubmission • Due by midnight on Monday of Week 4	10%
• Completion of 8 module reports • Worth 7% each, to be submitted weekly in arrears (56% in total). • 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. Note: You are not expected to execute a Module during Study Week, if any.)	56%
Final Report & Self-Reflection (Due by July 26th before 11:30 pm) must be submitted in order to pass course. (This is equivalent to a Final Exam)	24%
TOTAL	**100%**

IMPORTANT: This Course changed in Fall 2018 from being Pass/Fail, to a normal graded approach. 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 Wednesday 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 1,500 and 2,000 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, which should be added as needed
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 watch StartUp School seminars (typically about five). Full details of the recorded offerings this Semester will be posted on D2L. **To help students get started and especially for those students with limited or no entrepreneurship education, or whose startup is at a very early stage, the D2L shell includes a specific Module 1 and possible Module 2 that is very strongly recomended.** (One Is on developing a business model to support your idea, the other is on doing an analysis of your likely competitors)**.**

While live attendance at learning activities and in fieldwork is encouraged whenever possible, Startup School sessions are recorded and online. Students are also encouraged to look outside of TMU 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. 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 #3, " 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 summarise 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.

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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:

- All assignments are submitted through D2L**,**
- Except for the Workplan, Module Assignments are due weekly before midnight on Fridays, one week in arrears of the Weekly activity (so Module 1, done in Week 3, is due Friday of Week 4).
- There is no penalty for work submitted up to 2 weeks after the due date
    - After that late penalties will apply (0.5 marks per day late)
- The Dropbox closes 3 weeks after the Due date for each Module.
    - Submission 3 weeks or more after the Due date will require the prior permission of the instructor.
    - No Modules can be submitted after the Final Report Due Date
- 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.

TEXTS AND READING LIST
Selected readings to be determined based on choice of modules. A list of commonly used books and online sources will be provided in D2L.

TOPICS – TENTATIVE SEQUENCE AND SCHEDULE
This course is taught using the combination of the D2L online platform and module completion. The student schedule will vary by their individual module dates, however students are expected to put together a workplan that normally includes completing a module each week for 8 weeks. Any variation on this must be discussed with the instructor and included in the student's Workplan.

For Spring Summer, the Expected Dates are as follows:

Week #	Start Dates (Monday)	Expected Work Activity	Notional Submission Due Dates (Fridays)
1	29-April	Workplan	
2	06-May	Workplan	Workplan V1 10-May
3	13-May	Module #1	Workplan V2 no later than Monday 20-May
4	20-May	Module #2	Mod #1 24-May
5	27-May	Module #3	Mod #2 31-May
6	03-Jun	Module #4	Mod #3 7-June
7	10-Jun	Module #5	Mod #4 14-June
8	17-Jun	Module #6	Mod #5 21 June
9	24-Jun	Module #7	Mod #6 28-June
10	01-Jul	Module #8	Mod #7 5-July
11	8-Jul		Mod #8 12-July
12	15-Jul	Final Report & Self Reflection	
Post Module Work			Report Due 26 July

**Work submitted more than 2 weeks after the Notional Due Date
will be penalised and the Dropbox will close 3 weeks after the Due Date (except for the Final Report, which cannot be submitted after the Due Date.**

Course Management
Every effort will be made to manage the course as stated. However, adjustments may be necessary during the term at the discretion of the instructor. If so, students will be advised, and alterations will be discussed prior to implementation in class.

Professionalism
Your participation in the external practicum components of this course reflect on the professionalism and reputation of you, this course and program, and Toronto Metropolitan University. Accordingly, you are expected to conduct yourself in a professional and courteous manner at all times. Unprofessional behaviour will be considered as Academic Misconduct and may result in a grade of F in this course, your individual component grades notwithstanding.

Academic Consideration

- Students must submit assignments on time and write all tests and exams as scheduled.

- Assignments submitted for grading will be handed back within two weeks except for the final exam.
- **There will be no penalty for work missed for a justifiable reason. Students need to inform the instructor of any situation that arises during the semester that may have an adverse effect on their academic performance, and request any necessary considerations according to the policies and well in advance. Failure to do so will jeopardize any academic appeals.**
- Except in cases of accommodations for disabilities, where documentation is handled directly by the Access Centre, students must fill out an Academic Consideration form and **submit it to their own program office:**
- https://www.torontomu.ca/content/dam/senate/forms/academic_consideration_document_submission.pdf

In addition, the following procedures must be followed:

- o *Medical certificates* – If a student is going to miss a deadline for an assignment, a test or an examination because of illness, he/she must submit a medical certificate (see https://www.torontomu.ca/senate/forms/medical.pdf for the certificate) **to their program office** within 3 working days of the missed assignment deadline, test or examination. The program office will notify the instructor that the documents have been received. It is the student's responsibility to make arrangements with instructor for a make-up exam.
- o *Religious observance* – While it is strongly encouraged that students make requests within the first two weeks of class, requests for accommodation of specific religious or spiritual observance must be presented **to their program office** no later than two weeks prior to the conflict in question (in the case of final examinations, within two weeks of the release of the examination schedule). The student must submit a Request for Accommodation form (https://www.torontomu.ca/senate/forms/relobservforminstr.pdf) to their program office. The office will notify the instructor when they have received the request form
- o *Other requests for Academic Consideration* which are not related to medical or religious observation must be submitted in writing together with the Academic Consideration form **to the student's program office**. The letter must clearly state the reasons for the request and describe the events or circumstances that seriously impair the student's ability to meet their academic obligations, and that were beyond the student's control. When possible, supporting documentation must be attached to the letter. The office will notify the instructor when they have received the request.
- o *Students with disabilities* - In order to facilitate the academic success and access of students with disabilities, these students should register with the Access Centre https://www.torontomu.ca/accessibility/access-tmu/. Before the first graded work is due, students should also inform their instructor through an "Accommodation Form for Professors" that they are registered with the Access Centre and what accommodations are required.
- o *Regrading or recalculation* – These requests must be made to the instructor within 10 working days of the return of the graded assignment to the class. These are not grounds for appeal, but are matters for discussion between the student and the instructor.

- Submission of the Academic Consideration form and all supporting documentation to your program office does not relieve you of the responsibility to **NOTIFY YOUR INSTRUCTOR** of the problem as soon as it arises, and to contact with the instructor again after the documents have been submitted in order to make the appropriate arrangements.

IMPORTANT: IN THE EVENT OF ANY VARIATION BETWEEN THIS OUTLINE AND OTHER COURSE MATERIAL, THIS OUTLINE IS THE CORRECT VERSION

- **If you do not have a justifiable reason for an absence and/or have not followed the procedure described above, you will not be given credit or marks for the work missed during that absence.**

For more detailed information on these issues, please refer to Senate Policy 134 (Undergraduate Academic Consideration and Appeals) and Senate Policy 150 (Accommodation of Student Religious Observance Obligations). Both can be found at https://www.torontomu.ca/senate/policies/

Academic Integrity
- Plagiarism is a serious academic offence and penalties range from zero in an assignment to expulsion from the University. Plagiarism is defined in the Student Code of Academic Conduct as claiming the words, ideas, artistry, drawings, images or data of another person as if they were your own. Also, knowingly assisting someone to commit any form of academic misconduct is itself academic misconduct.
- It is assumed that all examinations and work submitted for evaluation and course credit will be the product of individual effort, except in the case of team projects arranged for and approved by the course instructor. Submitting the same work to more than one course, without instructors' approval, is also considered plagiarism.
- Students are strongly encouraged to visit the Academic Integrity Website at https://www.torontomu.ca/academicintegrity/ for more detail and to refer to Policy #60: Student Code of Academic Conduct at https://www.torontomu.ca/senate/policies/.

Standard for Written Work
- Students are expected to use an acceptable standard of business communication for all assignments. Students are encouraged to obtain assistance from the Writing Centre (https://www.torontomu.ca/student-life-and-learning/learning-support/writing-support/) for help with written communications as needed.
- For proper citation and style guides visit the TMU Library website at https://library.torontomu.ca/guides/style/

Maintaining a Professional Learning Environment
- Students shall not behave in disruptive ways that obstruct the learning, teaching and work environment.
- See Policy #61: Student Code of Non-Academic Conduct at https://www.torontomu.ca/senate/policies/.