Western University – School of Graduate and Professional Studies

GS 9102 – New Venture Creation
Course Outline – Winter 2018

Objectives:
This course is about taking what you are doing and understanding how it to the possibility of creating new value that can result in new business opportunities. Specifically, in this course we will work on developing habits and skills related to creating new value (especially as it relates to the creation of independent new ventures [entrepreneurship] or being innovative for an existing company [intrapreneurship]). Because the identification and enactment of entrepreneurial opportunities is critical to creating value, in this course we will focus on the process of “searching” for new business ideas, the process of “screening” the potential of these ideas, the process of “planning” that involves developing these ideas into the kinds of ideas that can create real value, and the processes that underlie the “setup” and “startup” of a new business, as well as the growth of the new businesses.

Topics and Learning Outcomes:
In this course we will seek to:

1. Understand what goes into “searching” for opportunities (spotting problems, proposing coherent solutions, and developing a portfolio of opportunities) and have practice doing so;
2. Understand what goes into “screening” opportunities and have practice doing so;
3. Know how to solve problems arising in unstructured situations in new businesses through “planning;
4. Understand some next steps that are needed in the “setup” and “startup” of a business once an opportunity is sufficiently developed; and
5. Understand some of the challenges of then growing the new business beyond the startup stage.

This course will involve collaborative work in teams and engagement with the broader market environment.

Timetable:
The basic timetable of the course will be:

| January 7  | 1  | Course Introduction; Ideation |
| January 14 | 2  | Effectuation, Creativity and New Value Creation |
| January 21 | 3  | New Idea Screening; Brainstorming |
| January 28 | 4  | Business Models of New Start-ups |
| February 4 | 5  | Entrepreneurial Finance; Crowdfunding |
| February 11| 6  | Crowdfunding and Crowdsourcing |
| February 25| 7  | Innovation and Corporate Entrepreneurship |
| March 4    | 8  | Innovation and Commercialization |
| March 11   | 9  | Corporate Inertia and Entrepreneurial Growth Opportunities |
| March 18   | 10 | Entrepreneurial Growth Constraints |
| March 25   | 11 | Social Entrepreneurship I |
| April 1    | 12 | Social Entrepreneurship II |
Prerequisite:
This course is open to any graduate student at any stage of the program, subject to permission of their Associate Dean.

Corequisite:
None

Antirequisite:
None

Instructor:
Dr. Simon C Parker, sparker@ivey.ca

Contact Hours:
Mondays from 9:00am-12:00pm Winter Term. Location: IGAB- 1N05

Course Materials:
Material will be distributed in a course pack and available on OWL

Evaluation:
The final course mark will be determined as a Pass/Fail. There will be two elements to the course and a pass in both elements is required in order to gain a Pass. Students will be provided individual graded feedback by the instructor on each component.

Contribution (50%)
You are expected to be present for each class and to arrive on time and not depart early. Most weeks there will be an expectation of 1-2 hours of preparation for each class. Disruptive or disrespectful behaviour in class will not be tolerated. In general, this means that electronic devices should not be consulted during class time. You will also be expected to read/prepare the case material and contribute to discussions.

Missing all or part of more than 3 classes or not participating at all in more than 6 classes will result in a Fail in this section.

Final Presentation (50%)
You will be expected to team up with another class member and submit a joint presentation of a pitch idea for a crowdfunding campaign of a creative or new venture idea. The presentation should be of a slide deck with 6-10 slides, including a possible web page mockup. The presentation should give a clear articulation of the amount of funding sought, with a rationale; and a clear idea of the value creation for users and the founders.

Further details will be provided in the classes.
Scholastic Offences:
Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_grad.pdf.

Plagiarism:
University policy states that plagiarism, defined as the “act or an instance of copying or stealing another’s words or ideas and attributing them as one’s own.” (excerpted from Black’s Law Dictionary, West Group, 1999, 7th ed., p. 1170) is a scholastic offence. In submitting any written work as part of the coursework requirements for this course students must ensure that this work is written in their own words. Whenever students take an idea or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

A student who is found guilty of plagiarism in respect of any written work submitted as part of the coursework requirements for this course will be given a grade of zero for the submitted work. Repeated acts of plagiarism, either in this course or any other course subsequent to a first offence, will result in the student being given a failing grade for the course in which the subsequent offence occurs, and may also incur further penalties such as requiring the student to withdraw from the program in which they are enrolled in.

Attendance:
Any student who, in the opinion of the instructor, is absent too frequently from class, laboratory, or tutorial periods will be reported to the Dean (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean, the student will be debarred from taking the regular final examination in the course.

Accessibility:
Please contact the course instructor if you require material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.

Conduct:
Students are expected to arrive at lectures on time, and to conduct themselves during class in a professional and respectful manner that is not disruptive to others. Late comers may be asked to wait outside the classroom until being invited in by the Instructor. Please turn off your cell phone before coming to a class, tutorial, quiz or exam.

On the premises of the University or at a University-sponsored program, students must abide by the Student Code of Conduct: http://www.uwo.ca/univsec/board/code.pdf.
**Sickness and Other Problems:**

Students should immediately consult with the Instructor or Department Chair if they have any problems that could affect their performance in the course. Where appropriate, the problems should be documented (see attached). The student should seek advice from the Instructor or Department Chair regarding how best to deal with the problem. Failure to notify the Instructor or Department Chair immediately (or as soon as possible thereafter) will have a negative effect on any appeal.


**Notice:**

Students are responsible for regularly checking their email, and the course OWL site for new notices related to the course.