

COURSE OUTLINE

SOC SCI 2EN3 (Winter 2017)

Entrepreneurial Training for Social Science Students

Day of the Week: Wednesdays – 7:00-10:00 PM

Location: Building T13 Room 125

**McMaster University
Faculty of Social Science**

Instructor: Duncan Gillespie

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Office Hrs.: Wednesdays 6:00- 7:00 pm (by appointment) KTH 208

Course Description:

The purpose of this course is to expose students to the ideas, mindset, thinking and techniques related to researching and starting up a new business idea. Through a combination of lecture and internet research students will assess the feasibility of an opportunity that could be pursued within or outside of the confines of the organization. Learning is enabled using a combination of class preparation, in-class lectures, case analysis, online independent study, and group discussion.

Course Objectives:

Developing Transferable Skills

You will work on developing academic skills that are transferable to your other university courses as well as to the workforce. These skills include:

- critical reading and thinking,
- communication (oral, written and visual),

- research skills, and
- group discussion skills.

Required Textbook:

ISBN	Textbook Title & Edition	Author & Publisher
978-0-17-653221-5	Small Business Management 6th Canadian Edition	Longenecker et al Nelson

You can also use an older edition, but will not have access to MindTap resources.

Teaching strategies:

To meet the learning objectives, a combination of discussions, PowerPoint presentations, videos, case analysis, practical applications, online research and group work will be used. Students will also be able to self-assess themselves and get immediate feedback via the corporate website of their textbooks. It contains self-administered tests for each chapters of the textbook, which are excellent reviews for the exams.

Learning activities:

Group discussions and in-class exercises.

Assessment and evaluation Components:

Marking scheme	% of Grade
In Class Test # 1	20
In Class Test # 2	20
In Class Test # 3	20
FINAL EXAM	40

The In Class Tests consist of multiple choice questions. The In Class Tests will cover the chapters as noted in the Course Schedule. The Final Exam will be a combination of multiple choice questions and short answer questions. The Final Exam will cover the entire course content.

Course Schedule

Class 1 Jan 10	Course Intro/Overview Entrepreneurs	Chapter 1
Class 2 Jan 17	Start-up & the Need for Competitive Advantage	Chapter 2
Class 3 Jan 24	Other Forms of Entrepreneurs	Chapters 3 & 4
Class 4 Jan 31	Developing an Effective Business Plan	Chapter 5
Class 5 Feb 7	Marketing, Product and Pricing Strategy	Chapter 6 Test #1 Chapter 1,2,3,4
Class 6 Feb 14	Promotional Strategies No Class	Chapter 7
FEB 21	NO CLASS	
Class 7 Feb 28	The New Venture Team	Chapter 9
Class 8 Mar 7	Forms of Ownership & Legal Issues	Chapter 10 Test #2 Chapters 5,6,7,9
Class 9 Mar 14	Selecting a Location	Chapter 11
Class 10 Mar 21	Operations Management & Control Systems	Chapter 12
Class 11 Mar 28	Understanding Financial Statements	Chapter 13 Test #3 Chapters 10,11,12
Class 12 Apr 4	Financing Growth and Exit	Chapter 14 Chapter 15
TBD		Final Exam

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her Avenue to Learn email.

Written Assignments: All written assignments are to be typed and double-spaced. Please include a title page with your name(s), the topic title of the assignment and the date submitted. Written submissions may be delivered through the Dropbox in Avenue 2Learn.

Late Submissions: All work is due on the date stated, at the beginning of class, unless other arrangements have been made in advance with the instructor. A late penalty of 5 percentage points per will apply after the due date (weekends included).

Class Participation and Engagement: Class participation and engagement is an important component of this course (and of active learning). Therefore, we expect all students to be 'active' participants in this course. This means attending all classes, being actively involved in class activities and thoughtful discussion, and completing all assignments.

Group Assignments: For all group assignments, all students in the group must be contributing members of that assignment. The expectation is that each student will be an active and respectful member of their group, and contribute to the assignment - in a fair and equitable way. Group work is sometimes challenging, but it can also be rewarding in a number of ways, including providing you with opportunities to develop valuable 'working-as-a-team' skills that will serve you well in this and other courses, as well as more broadly in your academic, professional, and personal life. Each group will evaluate their peers and group grades will be adjusted accordingly. DO NOT put your student's number on group work as I will post results for the mid-term exam using student numbers.

Missed test: There is NO make-up test for the mid-term exam. If you miss it, you must submit the required University acceptable documentation. Otherwise, a grade of 0 will be assigned. Once, I have received a notification from your faculty that your documentation has been accepted; your final grade will be calculated by increasing the weight of the final exam by 25%. Your final exam will then count for 55% of your final grade.

In Class and final Exams: The in class exams will consist of multiple choice questions and the final exam will be a combination of multiple choice and short answer questions and will cover chapters 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14 and 15.

Statistical adjustments: Bell curving might be applied by the instructor for the mid-term and final exams if the difficulty level of the test is too high or too low for the average student.

Policy for Returning Assignments/Posting Grades: In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow the return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; all tests and assignments must be returned directly to the student.

Since it is important for student learning and skills development that students receive feedback on their assignments as they progress through the course, you can expect to receive feedback (comments and a grade) on each of your assignments in a timely fashion. This will allow you the opportunity to see how you performed on each assignment and time to discuss any questions you might have with your instructor.

Group assignments and class exercises will be submitted and returned via Avenue To Learn.

Grades may only be posted using the last 5 digits of the student number as the identifying data. Final grades for the course will be posted on MUGSI. DO NOT put your student's number on group work as I will be posting results for the mid-term using student numbers.

Other Policies

University policy on academic dishonesty:

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at <http://www.mcmaster.ca/academicintegrity>

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

Turnitin.com in this course

In this course we may be using a web-based service (Turnitin.com) to reveal plagiarism. If announced by the Instructor, students will be expected to submit their work electronically to Turnitin.com as well as in hard copy so that it can be checked for plagiarism. Students who do not wish to submit their work to Turnitin.com must still submit a hard copy of their work to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, etc.). To see the Turnitin.com policy, please go to www.mcmaster.ca/academicintegrity

Avenue to learn in this course:

In this course we will be using Avenue to Learn for the online components of the course. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation, may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

Faculty of Social Sciences e-mail communication policy

Effective September 1, 2010, it is the policy of the Faculty of Social Sciences that all e-mail communication sent from students to instructors (including to TAs), and from students to staff, must originate from the student's own McMaster University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from a McMaster account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

McMaster Student Absence Form (MSAF):

The McMaster Student Absence Form (MSAF) (<http://www.mcmaster.ca/msaf/>) is a self-reporting tool for Undergraduate Students to report MEDICAL absences that last up to 3 days 5 s and provides the ability to request accommodation for any missed academic work (that is less than 25% of the course grade). Please note, this tool cannot be used during any final examination period.

You may submit a maximum of ONE Academic Work Missed request per term. It is YOUR responsibility to follow up with your instructor immediately regarding the nature of the accommodation.

If you are absent for more than 3 days, exceed one request per term, are absent for a reason other than medical, or have missed work worth 25% or more of the final grade, you MUST visit your Faculty Office. You may be required to provide supporting documentation.

This form should be filled out when you are about to return to class after your absence.

You must login to your MOSAIC student center to access the MSAF link

Access Copyright Regulations:

McMaster University holds a licensing agreement with Access Copyright, the Canadian Copyright Licensing Agency. Information on current regulations for copying for education purposes can be found at the following website: <http://www.copyright.mcmaster.ca/>

Student Accessibility Services (SAS) formerly Centre for Student Development (CSD):

If you have an accommodation letter from SAS, you are required to provide a copy of that letter to your instructor. Please be sure that you arrange academic accommodations through SAS as early as possible in order that the instructor can receive the accommodation letter as early as possible in the term.

What are my responsibilities as a student registered at SAS? Students are responsible to identify themselves to Student Accessibility Services on an annual and regular basis in order to receive accommodations and services. Students are responsible for:

- meeting their SAS Program Coordinator prior to, or at the start of each academic term (September, January and summer sessions);
- providing their SAS Program Coordinator with relevant and professional medical or psychological documentation;
- notifying their SAS Program Coordinator if courses are dropped or added, or if accommodations require a change;
- meeting with individual course instructors to discuss specific needs in relation to the course and their disability; and
- providing the course instructor with their accommodation letter from SAS.

For more information, see the SAS website: <http://csd.mcmaster.ca/sswd/faqs.html>