BUS 304 – 001 Innovation and Entrepreneurship
Winter 2018 CRN 10264 TR: 2:30 to 3:45 ED 619

Instructor: Assoc. Prof. Aldene Meis Mason, PhD MBA BSc FCMC
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Office Hours: Very accessible. See posted schedule on UR courses with my office hours. Drop in or set up a time to fit our schedules.
Class Web site: UR Courses

Allergies and Chemical Sensitivity. Please try to use scents responsibly – choose unscented products. Do not apply perfume, cologne, or hand cream just before class or while in our classroom..

1. Course Overview

This course explores the concept and practice of creativity and innovation with the emphasis on creating value by bringing together a unique package of resources to exploit an opportunity, without necessarily owning or controlling all of the resources (i.e. entrepreneurship). Concepts covered will include sources of and barriers to creativity and innovation; opportunity recognition; transforming invention to innovation; managing the creative and innovative processes. Prerequisite: BUS 210 (or ADMN 210) and BUS 250 (or ADMN 250); Science, Engineering and Education students: completion of a minimum of 60 credit hours of university studies.

2. Text, Readings and Cases

John Bessant and Joe Tidd, Innovation and Entrepreneurship 3rd edition, 2015. ISBN: 9781118993095 (paperback). Also available on ebook and Kindle. Readings, cases and exercises are posted on our UR courses site or distributed in class. Your UR student account will be charged for any copyright fees incurred. You may be interested in purchasing a digital subscription to Inc. Magazine at http://www.inc.com/

3. Learning Objectives

- Describe the behavioural competencies & activities of intrapreneurs and entrepreneurs
- Explore, develop and demonstrate your creativity
- Distinguish among creativity, innovation, opportunity recognition, idea generation, and entrepreneurship.
- Discuss the key issues in sustainability-led innovation
- Explain how S-curves, dominant design, discontinuous, disruptive technologies, absorptive capacity and the technological adoption cycle impact innovation.
- Describe sources of innovation.
- Explain how to improve the adoption and diffusion of innovations.
- Describe how to use effective professional and entrepreneurial networks.
- Discuss stage gate and development funnels.
- Identify options for finding resources and bootstrapping.
- Apply tools and technologies to develop and deliver new products and services.
- Assess the reasons for the success or failure of a new product, service or technology.
- Describe appropriate business models to exploit an innovation or new venture.
• Suggest metrics for the various stages of innovation.
• Explain how to capture value and grow the enterprise
• Working in a team, identify an opportunity, design a product/service, prepare a prototype, sell the product/service and evaluate the creative feasibility.

4. **Learning Approach**

This course uses an experiential learning approach through a combination of interactive lectures, cases, assignments, and exercises. You are expected to prepare the assigned material and actively participate. You are responsible to bring up any questions about the material discussed in the textbook, readings or class. Our UR Courses site will be used to post questions from students, readings, assignments, links, project and exam information, etc. Please check our UR Courses discussion forums and emails frequently.

5. **Evaluation**

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<thead>
<tr>
<th>Activity</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>Media Presentation (Individual)</td>
<td>10%</td>
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<tr>
<td>Case Summaries (2 cases)</td>
<td>10%</td>
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<tr>
<td>Mid-Term March 6</td>
<td>20%</td>
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<tr>
<td>Creativity Feasibility Project (April 5) (Pitch, Product, Report). This is a team project. Your individual mark is based on peer evaluation of your contribution.</td>
<td>25%</td>
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<tr>
<td>Final Exam on Apr. 17, 2017 from 2:00 to 5:00 PM</td>
<td>25%</td>
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<tr>
<td>Bonus: Community Service or Research Participation</td>
<td>2%</td>
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**Class Contribution worth 10% of final grade**

As this class is based on experiential and case work, your class contribution is very important. I mark this for each class on a scale of 0 to 4 (if you are not in class, it is worth 0). Attendance is taken each class. Please use your name card and sit according to our seating plan. You may choose to talk in-class and/or contribute to topical discussion forums. How do you make a contribution? Summarize the discussions, ask key questions, make observations that integrate concepts and theories, present solutions to assignments, describe your relevant personal experiences, and share items of interest from the internet or media. Remember to listen with an open mind. You may respectfully disagree with the instructor or others when the different perspective assists in exploring a concept, theory, issue or practice. By extension, participation is not continuously dominating class and group discussion. I will ask those who speak out more frequently to allow other students to make contributions.

If you would like to speak up in class but find this difficult, please send me an email (specify if you would like to be at the start, middle or end of class). I will then send you a question to prepare ahead of time for a few classes. Learning to speak out in front of your peers now is important to prepare for future classes and your success in the workplace.

**Media Presentation worth 10% of final grade**

Choose a recent article or news story which focuses on innovation in an enterprise (may be a social enterprise) within the last 6 months. Create a PowerPoint presentation which 1) identifies the article and summarizes the story 2) puts it in context within the enterprise/industry and 3) illustrates how this is
relevant to the theory and concepts we are studying 4) identifies sources of information. You will sign up for your choice of presentation date. Late presentations will be penalized 20% - this includes the presentation not working correctly in the Smart Classroom. If you have good reasons for missing this deadline, please let me know in advance. Your presentation will stop at 5 min. (finished or not). You do no need to dress professional.

The marking criteria are provided on our website and include Time Management, Opening & Closing, Audience Connection, PowerPoint Design and Link with Theory/Concepts. You are penalized if you run over the 5 minutes.

Please email an electronic copy of your media presentation on our UR courses site as these are posted.

**Two Case Summaries worth 5% each for a total 10% of final grade**

Complete the 2 page case assignment in black ink, hardcopy, typed, 11 point Times New Roman font, 1½ line spacing, 1 inch margins, 8 ½ x 11 paper. Please put your name and student number at the top of each page. Bring this to class then add to it as you see fit during the class discussion using another colour of ink. Hand in your completed report at the end of class. The evaluation is subjective on the part of the instructor – I will look at each completed report and ask whether there has been a professional effort put forth and if learning occurred. “Professional” means neat and tidy and a logical, consistent train of thought is evident. “Learning” means that there is a good combination of black and blue ink. There is no single “golden ratio” of black to blue ink – what I’m looking for is evidence that professional work was done and that additional facts and viewpoints were taken into consideration when your analysis was tested against the analyses of the rest of the class. I encourage you to stop by and see me if you have questions about how to complete the case reports to a high professional standard.

**Creativity Feasibility Project worth 25% of final grade**

More information is distributed later in the class. Your team will identify an opportunity, design a prototype, then build and sell the product/service using social media or in-person to our UR community. You will make a presentation on the feasibility of the product to a panel and submit a report.

The length of the report should be 10 pages (1.5 line spacing, 1 inch margins, 11 Font Verdana, Calibri or Times), excluding the title page, table of contents, executive summary, references, tables and exhibits. See our class website for more information.

Please provide both electronic and hard copies of your PowerPoint slide handout and report. The briefing note and slide handout should be submitted at the start of your presentation. Late submissions will be penalized 20% of the grade. If you have good reasons for missing this deadline, please let me know in advance. Note: The team will allocate their final marks for the presentation and report based on individual contribution.

**Examinations (mid-term 20% and final 25% of final grade)**

Examinations are closed book. They consist of a mixture of multiple choice, discussion questions and case applications. These are based on the material covered in the readings, cases and classes as well as guest speakers/tours.

- If you miss the midterm, the weighting of the final exam will be increased to reflect this. No alternate exam or assignment will be offered (unless this is required by duty to accommodate and is accompanied by a doctor’s note).
- I am not allowed to reschedule final exams. Please see the Business Administration Office. Permission will only be given in exceptional circumstances. Procedures regarding final exams are in the University
Community Service or Research Participation – Bonus Marks Max. 2%

Students may receive up to 2% credited toward their final grade by volunteering as a participant in a research project. For more information about the Faculty Participant Research Pool, how it works, classes that are eligible for research credits, current research participation opportunities, and how to register, please visit the faculty website. You may also participate in research projects offered across the U of R.

OR Students may receive 2% credited toward their final grade by volunteering for 7.5 hours with a community organization (on or off campus). The sign off sheet for the community service is on our UR courses web site.

6. Keys To Learning

You will maximize your learning in this class if you:

- Prepare fully by looking at the learning objectives, and then do the readings before you complete the case or assignment. Remember to frequently review your notes.
- Form a group to work on your case analysis (prepare on your own first, then discuss this with the group). This prior preparation greatly improves our class learning. However, even if you work with a group you must hand in your own case analysis.
- Attend classes. Please let me know by email before class if you are unable to attend and the reason. Be on time so as not to disturb to your colleagues. Catch up missed material from other students. Exams may use all text, materials on UR course and in-class content (including guest speakers). Per University policy, regular attendance is required to write the final exam.
- Devote an appropriate amount of time to this course. Assuming a 40 hour full-time work week and 5 courses per term for a full-time student, you should put in an average of 8 hours of work per course per week over a thirteen week term.

7. Students with Special Needs

I will be pleased to work with you regarding the accommodations outlined in your letter from the Accessibility Office. Let me know early, if you require modified power points and handouts, separate exam space or use of adapted equipment.

8. Respectful Learning, Working and Living

The University of Regina promotes a learning, working and living environment which is respectful and free of harassment and discrimination. If you have concerns about any conduct occurring in Bus 304, please discuss this with Aldene Meis Mason. Please refer to http://www.uregina.ca/hr/hdpo/understanding-and-recognizing and its accompanying websites for more information. For other assistance please contact Ian MacAusland-Berg at the Conflict Resolution, Harassment and Discrimination Prevention Office 585-5400; Riddel Center 251.14.

9. Academic Integrity (Honesty, Cheating and Plagiarism)

High professional standards of ethics and integrity are important in today’s work places and at the university. Please refer to the Faculty’s policy which will be distributed in class, discussed and posted our website. Cheating, plagiarism, and academic misconduct will be documented and handled according to faculty and university policy. The library’s website provides information on sourcing and quoting ideas,
models, artwork, etc. Some examples of academic misconduct include:

- Having another person represent you in class and/or in an exam.
- Representing as your own work, work done in whole or in part by any other person, even if that person is not in the course or is not a student at the University of Regina.
- Allowing your computer account to be used by another person.
- Using textbooks, course notes, past exams, personal computing devices, cell phones or any aids not approved by the instructor during an examination.
- Failing to take reasonable measures to protect your answers from use by other students on an assignment or in an examination.
- Stealing or destroying the work of another student.

10. Class Schedule (Note: See our UR Courses website for detailed readings, cases, and assignments.) Topic dates may change.

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<thead>
<tr>
<th>SUBJECT</th>
<th>#</th>
<th>DATE</th>
<th>TOPIC &amp; PREPARATION</th>
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<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
<td>Tue Jan 9</td>
<td>Course Overview; Meet &amp; Greet: Bag Resumes; Innovation Imperative</td>
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<tr>
<td>Competencies</td>
<td>2</td>
<td>Thur Jan. 11</td>
<td>Intrapreneurship/Entrepreneurship Activities</td>
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<td>3</td>
<td>Tue Jan. 16</td>
<td>Entrepreneurial Creativity Experience 1</td>
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<td>Creativity &amp; Innovation</td>
<td>4</td>
<td>Thur Jan. 18</td>
<td>Entrepreneurial Creativity Experience 2</td>
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<td>5</td>
<td>Tue Jan. 23</td>
<td>Entrepreneurial Creativity Experience 3</td>
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<td>6</td>
<td>Thur Jan. 25</td>
<td>Prototype/Design Experience</td>
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<td>7</td>
<td>Tue Jan. 30</td>
<td>Sustainability Led Innovation</td>
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<td>8</td>
<td>Thur Feb. 1</td>
<td>Sources of Innovation</td>
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<td>9</td>
<td>Tue Feb. 6</td>
<td>Types and Patterns of Innovation: S Curves, Tech Cycle, Disruptive &amp; Design Driven</td>
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<td>10</td>
<td>Thur Feb. 8</td>
<td>Standards Battles and Dominant Design</td>
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<td>11</td>
<td>Tue Feb. 13</td>
<td>Search Strategies for Innovation</td>
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<td>12</td>
<td>Tue Feb 15</td>
<td>Identifying Opportunities</td>
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<td>Winter Break</td>
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<td>Feb 20 -26</td>
<td>NO CLASSES</td>
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<tr>
<td>Converting Ideas Into Viable Businesses</td>
<td>13</td>
<td>Tue Feb. 27</td>
<td>Creative Feasibility Project Introduction</td>
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<td>14</td>
<td>Thur Mar. 1</td>
<td>Project Work</td>
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<td>15</td>
<td>Tue Mar. 6</td>
<td>Mid-Term Exam</td>
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<td>16</td>
<td>Thur Mar. 8</td>
<td>Developing New Products and Services</td>
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<td>17</td>
<td>Tue Mar. 13</td>
<td>Introducing New Innovations to New Markets</td>
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<td>18</td>
<td>Thur Mar. 15</td>
<td>Technology Adoption Life Cycle</td>
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<td>19</td>
<td>Tue Mar. 20</td>
<td>Pitching</td>
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<td>20</td>
<td>Thur Mar. 22</td>
<td>Bootstrapping &amp; Financing</td>
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<td>21</td>
<td>Tue Mar. 27</td>
<td>Creating New Enterprises</td>
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<td>22</td>
<td>Thur Mar. 29</td>
<td>Exploiting Networks</td>
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<td>23</td>
<td>Tue Apr. 3</td>
<td>Capturing Value &amp; Growth</td>
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<td>24</td>
<td>Thur Apr 5</td>
<td>Creative Feasibility Project Presentations</td>
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<td>25</td>
<td>Tue Apr 10</td>
<td>Measuring Innovation</td>
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<td>26</td>
<td>Thur Apr 12</td>
<td>Wrap Up - Last class</td>
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<td>Final Exam</td>
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<td>Thur Apr 17</td>
<td>2:00 PM to 5:00 PM Where: TBA</td>
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Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?
The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?
Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

Personal Counselling – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

Group Counselling – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling...
Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?
Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?
URSU’s Student Advocate can help you free of charge!

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!