BUS 304 – 001/002 Innovation and Entrepreneurship
Winter 2019 CRN 10303/04 MW 11:30 to 12:45 ED 558

Instructor: Assoc. Prof. Aldene Meis Mason, PhD MBA BSc FCMC
RBC Women in Leadership Research Scholar
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E-mail: through UR Courses or aldene.meismason@uregina.ca
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

No textbook required. Readings, power points, cases and assignments are on our UR courses website 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 a project. 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 readings or class. Our UR Courses site will be used to post questions from students, readings, assignments, links, project and exam information, etc.

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 Analyses (2 hand ins)</td>
<td>10%</td>
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<tr>
<td>Mid-Term Feb 27</td>
<td>20%</td>
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<tr>
<td>Venture Challenge (Pitch, Product, Report)</td>
<td>25%</td>
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<tr>
<td>Final Exam on Apr 22nd from 9:00 to 12:00</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. Each class you are graded on a scale of 0 to 4 (if you are not in class, it is worth 0). Please use your name card and sit according to our seating plan. 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, or 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). You will receive 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 Analyses worth 5% each for a total 10% of final grade**

Complete the 2 page case assignment in 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. 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. “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.

**Venture Challenge 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 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 of Regina general calendar. Please note that not regularly attending class will result in you being unable to write the final exam.
Community Service or Research Participation – Bonus Marks Max. 2%
You may receive up to 2% credited toward your 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** You may receive 2% credited toward your 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 website.

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 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. **Academic Integrity**

This ethical standard applies to all members of the Hill Business School – faculty, staff and students. As a professional Fellow Certified Management Consultant and registered in Saskatchewan, I am also bound by its Code of Ethical Principles and Rules of Conduct which include protecting the public.

Students enrolled in Business Administration courses at the U of R are expected to adhere rigorously to principles of intellectual integrity. Plagiarism or cheating on examinations and assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course or expulsion from the University. As per faculty policy, all suspected infractions will be passed on to the Associate Dean Undergraduate – Dr. Morina Rennie. For more information on this important matter, please consult the University of Regina Undergraduate Calendar and the handout on Academic Misconduct provided by the Hill Business School.

The library’s website also 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.

9. **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 me.

The University of Regina Undergraduate Calendar contains important information about the policies and procedures for courses and examinations. The official version of the Calendar is available on the University website.

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

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<thead>
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<th>SUBJECT</th>
<th>#</th>
<th>DATE</th>
<th>TOPIC &amp; PREPARATION</th>
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<td>Introductions</td>
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<td>Jan 9</td>
<td>Course Overview; Meet &amp; Greet: Why Innovate?</td>
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<tr>
<td>Competencies</td>
<td>2</td>
<td>Jan 14</td>
<td>Innovation/Intrapreneurship/Entrepreneurship Competencies</td>
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<tr>
<td>Venture Challenge</td>
<td>3</td>
<td>Jan 16</td>
<td>Venture Challenge Introduction</td>
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<td>Opportunity &amp; Design</td>
<td>4</td>
<td>Jan 21</td>
<td>Fly on The Wall Experience 1</td>
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<td>5</td>
<td>Jan 23</td>
<td>Fly on the Wall Experience 2</td>
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<td>6</td>
<td>Jan 28</td>
<td>Prototype Design Experience</td>
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<td>7</td>
<td>Jan 30</td>
<td>Sustainability Led Innovation</td>
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<td>Innovation Dynamics</td>
<td>8</td>
<td>Feb 4</td>
<td>Sources of Innovation</td>
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<td>9</td>
<td>Feb 6</td>
<td>Adoption: Types and Patterns of Innovation:</td>
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<td>10</td>
<td>Feb 11</td>
<td>Disruptive &amp; Design Driven</td>
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<td>Feb 13</td>
<td>Wed</td>
<td>Standards Battles and Dominant Design</td>
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<td>Feb 18</td>
<td>Mon</td>
<td>No Class Reading Week</td>
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<td>Feb 20</td>
<td>Wed</td>
<td>No Class Reading Week</td>
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<td>Feb 25</td>
<td>Mon</td>
<td>Search Strategies</td>
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<td>Feb 27</td>
<td>Wed</td>
<td>Mid-Term Exam</td>
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<td>Mar 4</td>
<td>Mon</td>
<td>Identifying and Exploiting Opportunities Case: Vancouver Transportation 2040</td>
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<td>Mar 6</td>
<td>Wed</td>
<td>Developing New Products and Services</td>
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<td>Mar 11</td>
<td>Mon</td>
<td>Management of Open Innovation Management &amp; Design Drive Innovation Case: Curana A &amp; B</td>
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<td>Mar 13</td>
<td>Wed</td>
<td>Introducing New Innovations to New Markets Crafting Deployment Case: Google Glass</td>
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<td>Mar 18</td>
<td>Mon</td>
<td>New Venture Creation: Bootstrapping Case: Rose Hanna A</td>
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<td>Mar 20</td>
<td>Wed</td>
<td>Technology Adoption Life Cycle Case: Taking Flyht</td>
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<td>Mar 25</td>
<td>Mon</td>
<td>Exploiting Networks Case: Heidi Roizen Guest Entrepreneur</td>
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<td>Mar 27</td>
<td>Wed</td>
<td>Exploiting Knowledge &amp; Intellectual Property</td>
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<td>Apr 1</td>
<td>Mon</td>
<td>Venture Challenge Presentations</td>
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<td>Apr 3</td>
<td>Wed</td>
<td>Measuring Innovation</td>
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<td>Apr 5</td>
<td>Mon</td>
<td>Managing Innovation Strategy Case: Teleflex</td>
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<td>Apr 10</td>
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<td>Wind Up</td>
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<td>Apr 22</td>
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<td>Final Exam 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
- Emergency Bursaries
- Notary Public
- Rentalsman Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!