

MBA 705

Introduction to Entrepreneurship

Draft Outline

Winter 2021

January 12 to Feb 23

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Course Description and Objectives

This is **not** a business startup course. Rather, in this course we will explore the concepts and practices of entrepreneurship and innovation and their relationship with creating, sustaining and growing ventures. In doing so, we will analyse the determinants of innovation entrepreneurship and work to develop the skills needed to analyze opportunities and stimulate innovation, enterprise, and initiative in existing organizations and/or to create new ones. While these activities may be market-related, they might equally be in the not-for-profit (social enterprise), civil and/or government sectors

Regardless of sector, evidence shows that organizations that increase their capacity for innovation and entrepreneurship in response to the changes in the environment in which they operate, build the foundation for long term competitiveness and sustainability.

In this course, we will examine how organizations can create, manage and sustain this capacity. Our objectives are to understand:

- the nature and complexity of innovation and entrepreneurship in organizations
- how organizations can increase their capacity for innovation and entrepreneurship
- how innovative and entrepreneurial projects can be managed in organizations
- how innovative and entrepreneurial individuals can and should operate within organizations

To achieve the course objectives, we will draw from: (1) the required text, (2) readings illustrating the breadth of issues involved in managing innovative and entrepreneurial activities within organizations and (3) case analysis and discussion.

Course Materials

- Blue Ocean Strategy, Kim and Mauborgne, HBR Press (available on-line from various sources)
- Case Package, (available on-line at <https://hbsp.harvard.edu/import/786849>)
- Selected readings, all available as full-text from UofR Library at no cost to registered students.

Grading

Chapter/Reading/Discussion Summaries	50%
Discussion Forum Participation	10%

Final Case Exam (online).
Total

40%
100%

Class Preparation and Participation

Class preparation and participation will be assessed on the basis of contribution to the discussion forums and preparation and submission of chapter/reading/case discussion summaries for each module. All students are expected to actively participate in the discussion forums; first, by posting an initial response to the discussion questions and then by commenting and building on the posts of others. Quality participation will involve expanding on the discussion as it unfolds, in particular by adding information, observations and questions from one's own experience and sources beyond the assigned readings and case. The majority of learning in on-line format occurs during these on-line discussions. But this will only happen if people have read and given thoughtful consideration to the assigned readings and cases and participate throughout the week asynchronously. We will launch each weekly discussion during the scheduled weekly synchronous session.

In addition, as evidence of preparation, participation and learning, students will submit a weekly discussion summary. In the weekly summary, students provide their answers to the discussion question(s) based on course/case material, their own ideas and experience, knowledge gained from other courses, independent research, and from others in the class during the forum discussion. The summary should address questions such as What do you think? and Why? How did the discussion influence your answers to the questions? The summary of these insights must be submitted through URCourses at the end of the week. Maximum length is 2 pages/week (more details on course site)

Final Exam

The final exam will be case-based allowing you to apply the ideas and concepts covered in the class. Details to be discussed and posted on the course website.

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Course Schedule (Subject to change)
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Week	Topic	Readings	Cases/Videos	assignment
Week of Jan. 12	Introduction, What is Entrepreneurship?	<ul style="list-style-type: none"> • Drucker: "The Discipline of Innovation" • Sarasvathy, "Entrepreneurship as Economics with Imagination" • Dyer: "Learn How to Think Differently" • Blue Ocean Strategy Appendix B: "Innovation, a Reconstructionist View of Strategy" 	<ul style="list-style-type: none"> • Video: Historic Moves • Case: "Lessons from Breakthrough Strategic Moves" 	<ul style="list-style-type: none"> • Participate in discussion form • Introduction discussion forum summary
Week of Jan. 18	Why Innovation and Entrepreneurship?	<ul style="list-style-type: none"> • Sull, "Why Good Companies Go Bad" • "The Innovator's DNA (reading pack)" • Blue Ocean Strategy: Ch. 1, "Creating Blue Oceans" 	<ul style="list-style-type: none"> • Video: Blue Ocean Strategy • Video: Historic Moves • Case: "Lessons from Breakthrough Strategic Moves" 	<ul style="list-style-type: none"> • Participate in discussion form, • Discussion forum summary, Weeks 1 and 2
Week of Jan. 25	Blue Ocean Strategy: The Tools	<ul style="list-style-type: none"> • Blue Ocean Strategy: Ch. 2 & 3 "Analytical Tools and Frameworks", "Reconstruct Market Boundaries" 	<ul style="list-style-type: none"> • Video: Yellow Tail • Video: Park 24 • Case: Park 24 	<ul style="list-style-type: none"> • Participate in discussion form • Discussion forum summary
Week of Feb. 1	Blue Ocean Strategy: The Process	<ul style="list-style-type: none"> • Blue Ocean Strategy Chs. 4, & 5, "Focus on the Big Picture", "Reach Beyond Existing Demand" 	<ul style="list-style-type: none"> • Video: Fintech: Comptel-Nickel • Case: Fintech: Comptel-Nickel 	<ul style="list-style-type: none"> • Participate in discussion form • Discussion forum summary
Week of Feb. 8	Blue Ocean Strategy: The Process	<ul style="list-style-type: none"> • Blue Ocean Strategy Chs. 6 & 8: "Getting the Strategic Sequence Right", "Overcoming Organizational Hurdles", 	<ul style="list-style-type: none"> • Video: The Marvel Way • Case: The Marvel Way 	<ul style="list-style-type: none"> • Participate in discussion form • Discussion forum summary
Week of Feb. 15	Blue Ocean Strategy: The Organization	<ul style="list-style-type: none"> • Blue Ocean Strategy Ch. 4 (pp. 94-98) • Blue Ocean Strategy Ch. 7 & 9 	<ul style="list-style-type: none"> • Case: "Tony Hsieh at Zappos: Structure, Culture and Change" 	<ul style="list-style-type: none"> • Participate in discussion form • Discussion forum summary