

MBA 705
Introduction to Entrepreneurship
Draft Outline
Winter 2022
January 5 to April 23

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Course Description and Objectives

This is **not** a business startup course. Rather, the course explores the concepts and practices of entrepreneurship and innovation and their relationship with creating, sustaining and growing ventures. It analyses the determinants of innovation entrepreneurship and develops the skills managers need to analyze opportunities and stimulate more innovation, enterprise, and initiative in existing organizations or to create new ones. While these activities may be market-related, they might equally be in the non-profit or non-business 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 a foundation for long term competitiveness and sustainability.

This course will examine how organizations can create and sustain this capacity, and better manage the innovation and entrepreneurship processes to ensure ongoing success. We look at the individual, project, and organizational levels. 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 and (3) case analysis and discussion.

Course Materials

- Blue Ocean Strategy, Kim and Mauborgne, HBR Press (part of Course pack available for purchase on-line)
- Case Package, (part of Course pack available for purchase on-line)
- Selected readings, all available as full-text from UofR Library at no cost to registered students.

Grading

Module Summaries/Insights	30%
Case analyses	40%
<u>Final Case Exam (online).</u>	<u>30%</u>
Total	100%

Module Summaries/Insights and Case Analysis

As evidence of preparation and participation, students submit a module summary. In the Module 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 module. Maximum length is 2 pages/week (more details on course site).

In addition, there will be several case analyses assignments throughout the course.

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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Module Topic	Readings	Cases/Videos	Assignment
Module 1: Introduction			
Module 2: What is entrepreneurship?	Drucker: 'The Discipline of Innovation' Sarasvathy: 'Entrepreneurship as Economics with Imagination' Dyer: Learn How to Think Different(ly) Blue Ocean Strategy Appendix B: 'Innovation: A Reconstructionist's View of Strategy'	Case: Lessons from Breakthrough Strategic Moves Videos: Lessons from Historic Moves 1, 2 & 3	See course website
Module 3: Why innovation and entrepreneurship?	Sull: "Why Good Companies Go Bad" Blue Ocean Strategy Chapter 1	Case: Lessons from Breakthrough Strategic Moves Videos: Lessons from Historic Moves 1, 2 & 3 Cirque de Soleil	See course website
Module 4: The tools	Blue Ocean Chapters 2 & 3: 'Analytic Tools and Frameworks' and 'Reconstruct Market Boundaries	Case: Park 24 Video: Park 24, Yellow Tail 1 & 2	See course website
Module 5: The process	Blue Ocean Chapter 4, 5 and 6: 'Focus on the Big Picture', 'Reach Beyond Existing Demand' and 'Get the strategic sequence right'.	Case: Fintech: Comptel-Nickel Video: Fintech: Comptel-Nickel	See course website
Module 6: The process 2	Blue Ocean Strategy Chapters 7, and 8: 'Overcoming organizational hurdles', and 'Build Execution into Strategy	Case: Zappos A and B Video: Zappos A and B	See course website
Module 7: Conclusion and Final Exam Preparation	Blue Ocean Strategy Chapter 9 Conclusion		