

Effective: Spring 2021

COURSE INFORMATION

Course Title: Entrepreneurship

Course Number: BUSI 280

Credits: 3

Total Weeks: 14 (Fall, Spring)
12 (Summer)

Total Hours: 39

Course Level: ☐ First Year
☐ New
☐ Replacement Course

☒ Second Year
☐ Revised Course

Department: Business **Department Head:** C. Konrad

Former Course Code(s) and Number(s) (if applicable): N/A

Pre-requisites (If there are no prerequisites, type NONE): BUSI 100 or equivalent

Co-requisite Statement (List if applicable or type NONE): None

Precluded Courses: None

COURSE DESCRIPTION

This course is designed to give business students a feel for how an entrepreneur differs from a small business owner. Students are taken through the key stages of a business and given the dilemmas that an entrepreneur faces at each stage of their business. It will show students that there is no wrong or right way to proceed as one enters each stage of a business but that decisions made at current and earlier stages will, in general, influence outcomes at later stages. Therefore, an entrepreneur needs to be mindful and thoughtful even when faced with making supposedly trivial decisions. In conjunction, students will also learn how to construct a business plan through a step-by-step process. The course term project will be their finalized business plan for a hypothetical business.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Understand the difference between a small business owner and an entrepreneur
- Understand the various dilemmas that an entrepreneur faces at each stage of business
- Understand that each decision has implications not just for the present but as well for the future
- Understand the complexity of starting a new enterprise and the various stakeholders which are key to its success
- Analyze whether you have the inclination to be an entrepreneur
- Understand the key factors to becoming a successful entrepreneur such as experience, capital accumulation and skill development
- Construct an effective business plan

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (<i>specify</i>):	
Total	39

Grading System: Letter Grades ☒ Percentage ☐ Pass/Fail ☐ Satisfactory/Unsatisfactory ☐ Other ☐

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments: 10% <i>Specify number of, variety, and nature of assignments:</i>	Lab Work: %	Participation: 10% <i>Specify nature of participation:</i>	Project: 10% <i>Specify nature of project:</i> Term Project: Business Plan
Quizzes/Test: %	Midterm Exam: 35%	Final Exam: 35%	Other: %

TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.

Wasserman, Noam, *The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*, Princeton University Press (2012).

COURSE TOPICS

List topics and sequence covered.

Week	Topic	Chapter
Week 1	Introduction	1
Week 2	Career Dilemmas	2
Week 3	The-Solo-versus-Team Dilemma	3
Week 4	Relationship Dilemmas: Flocking Together and Playing with Fire	4
Week 5	Role Dilemmas: Positions and Decision Making	5

Week 6	Role Dilemmas: Positions and Decision Making	5
	Reward Dilemmas: Equity Splits and Cash Compensation	6
Week 7	Reward Dilemmas: Equity Splits and Cash Compensation	6
	The Three Rs System: Alignment and Equilibrium	7
Week 8	The Three Rs System: Alignment and Equilibrium	7
	Hiring Dilemmas: The Right Hires at the Right Time	8
Week 9	Hiring Dilemmas: The Right Hires at the Right Time	8
	Investors Dilemmas: Adding Value, Adding Risks	9
Week 10	Investors Dilemmas: Adding Value, Adding Risks	9
Week 11	Failure, Success, and Founder-CEO Succession	10
Week 12	Wealth-versus-Control Dilemmas	11
Week 13	Wealth-versus-Control Dilemmas	11
Week 14	Final Exam	

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: [Coquitlam College Policies](#)
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca

Last Reviewed: January 2021

Last Revised: January 2021