

COURSE INFORMATION

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|------------------------|----------------------------------|-----------------|----------------------|
| Course title: | Fundamentals in Entrepreneurship | | |
| Course code: | BAEN 550 | Credits: | 1.5 |
| Session, term, period: | 2024W2 | Class location: | HA133 |
| Section(s): | 301 | Class times: | Sun, 8:30am - 4:30pm |
| Course duration: | Apr 6, Apr 27, May 11 | Pre-requisites: | n/a |
| Division: | Entrepreneurship | Co-requisites: | n/a |
| Program: | PMBA | | |

INSTRUCTOR INFORMATION

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|-------------|--|---------------|----------------|
| Instructor: | Fraser Pogue, MBA, BSc | | |
| Phone: | 250-863-0201 | Office hours: | By Appointment |
| Email: | fraser.pogue@sauder.ubc.ca | | |

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| Teaching assistant: | Jessica McDonald |
| Office hours: | By Appointment |
| Email: | jamcd@student.ubc.ca |

COURSE DESCRIPTION

This course will expose students to the fundamentals of innovation and entrepreneurship. It is a standalone course that provides useful concepts for all students with varying interests; entrepreneur, intrapreneur and entrepreneurial finance/investing. There will be coverage of the main elements of entrepreneurial thinking, starting a venture, from idea generation to validation and business model design, through prototyping, funding, managing a team and commercialization. This course will also touch on what investors look for in investable startups.

Although the focus of this course will be on innovation and technology start-up ventures, the principles apply broadly to the main career opportunities arising from this track:

- Start a venture;
- Join an early stage start-up and help it grow, from two employee types: engineer or “business” to a multi-functional, scalable organization with specialist roles and varied teams;
- Intrapreneurship or corporate innovation; disruptive initiatives in established organizations;
- Startup Financing – Angel & Venture Capital;

NOTE: This course does not cover franchising or consulting types of businesses.

COURSE FORMAT

This course involves significant in-class discussion and group work. It is expected that students come fully prepared, either via the readings or assignments, set out in this outline and detailed on Canvas. There will be short lectures, broken down by topics followed by group discussion & work. The class will use case studies and in-class simulations. There will also be a final presentation scheduled for this class.

LEARNING OBJECTIVES

This course is designed to provide an introduction to the theory and practice of entrepreneurship and innovation. Through cases, a simulation, in-class activities, speakers, solo and team work, students will

develop a structured approach to innovation and entrepreneurship. Students will be able to:

1. Analyze the key traits and behaviors of successful entrepreneurs and assess their own entrepreneurial mindset.
2. Manage decision-making with incomplete and ambiguous information
3. Identify and evaluate potential business opportunities by conducting market research, analyzing industry trends, and applying customer validation techniques to assess market demand.
4. Assess the viability of a business model through the importance of customer segments, value propositions and revenue models.
5. Explain how emerging technologies (AI) are transforming entrepreneurship, and develop commercialization strategies.
6. Assess startup investment opportunities by understanding funding stages, startup valuation, and due diligence processes, evaluating risks and rewards from the investor’s perspectives.

ASSESSMENTS

Summary

| <u>Component</u> | <u>Weight</u> |
|--------------------------|---------------|
| Case Study #1 - Memo | 15% |
| Case Study #2 - Memo | 15% |
| Investor Memo | 20% |
| Online Discussions | 15% |
| Final Group Presentation | 25% |
| Class participation | <u>10%</u> |
| Total | <u>100%</u> |

Details of Assessments

Case Memo

Students are to submit short two-page memos before each class. Memos are to highlight i) major problems in the case, ii) three potential solutions to the case and iii) recommended solution with methods to implement.

Investor Memo

In groups of 4 or 5, students will be presented with investor facing pitch decks from real startups looking to raise money. As an ‘angel investor’, students will prepare a short three-page memo using various frameworks taught in class to identify the stages of the startups and which may be attractive for investments.

Final Group Presentation

In groups of 4 or 5, students will be required to prepare an investor-facing pitch deck for a potential startup. Each group will present their pitch which will highlight the ventures i) problem being solved, ii) potential solution, iii) market opportunity, iv) revenue model and v) investor opportunity. Students are free to choose an idea of their own, but are highly encouraged to select an area where students have deep experience and have identified gaps in the market place or to find unique university-based research with market opportunities.

LEARNING MATERIALS

Required: HBR Cases & Simulations

Estimated cost of required materials: \$26.15

Coursepack:

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

The following policies and resources are used as appropriate.

- Students joining during the add/drop period will need to submit all assessments required for this course but will not be subject to penalties during the period.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

COVID-19 POLICIES FOR ATTENDANCE & ACADEMIC CONCESSIONS:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#).

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

If a student is required to self-isolate (e.g., while waiting for test results), they should follow the steps above (stay home, email instructor(s) and program manager, submit an [Academic Concession Request & Declaration Form](#), and follow BC Health Guidance.

Students who are required to quarantine, should get in touch with their Program Manager to discuss the possibility of academic concessions for each impacted course. The Program Manager will work closely with your instructors to explore options for you to make up the missed learning.

COVID-19 SAFETY IN THE CLASSROOM:

Masks: Masks are **required** for all indoor classes, as per the BC Public Health Officer orders. For our in-person meetings in this class, it is important that all of us feel as comfortable as possible engaging in class activities while sharing an indoor space. For the purposes of this order, the term “masks” refers to medical and non-medical masks that cover our noses and mouths. Masks are a primary tool to make it harder for COVID-19 to find a new host. You will need to wear a medical or non-medical mask for the duration of our class meetings, for your own protection, and the safety and comfort of everyone else in the class. You may be asked to remove your mask briefly for an ID check for an exam, but otherwise, your mask should cover your nose and mouth. Please do not eat in class. If you need to drink water/coffee/tea/etc, please keep your mask on between sips. Students who need special accommodation are asked to discuss this with the program office.

Seating in class: To reduce the risk of COVID-19 transmission, please sit in a consistent area of the classroom each day. This will minimize your contacts and will still allow for the pedagogical methods planned for this class to help your learning.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another for an in-class activity. Feedback from students indicates that personal devices is the number one distraction from effective learning and participation in the online learning environment.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of

sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

| Class | Date | Topic | Readings or Activities | Assessments due |
|-------|---------|---|---|--|
| 1 | Apr 6 | Innovation, Problems, Value Proposition, Validation | See Canvas for Readings Simulation #1- Equity & Cap Tables | Discussion #1 Case Memo due 8:30am |
| 2 | Apr 27 | Startups, First Customers, Growth and Scale | See Canvas for Readings, Simulation #2- Founders, Employees & Investors | Discussion #2 Case Memo due 8:30am |
| 3 | May 11 | Financing Startups & Capitalization, Investor Requirements, Angel Investors & Venture Capital | See Canvas for Readings, Activity – Investor Facing Startups | Discussion #3 Investor Memo due 8:30am |
| | May TBD | Final Presentations | | Group Final Presentation |