COURSE INFORMATION

Course title:	Fundamentals in Entrepreneurship		
Course code:	BAEN 550	Credits:	1.5
Session, term, period:	2023S2	Class location:	HA 132, HA 133
Section(s):	DD1, DD2	Class times:	M/W 10am-12am & 2pm-4pm
Course duration:	Oct 31 – Dec 7, 2023	Pre-requisites:	n/a
Division:	Entrepreneurship	Co-requisites:	n/a
Program:	MM		

INSTRUCTOR INFORMATION

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

Teaching assistant:	Gerald Sánchez	Raghav Bansal
Office hours:	By Appointment	By Appointment
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COURSE DESCRIPTION

This course will expose students to the fundamentals of innovation and entrepreneurship. The focus is on 'entrepreneurial thinking' and identifying viable venture opportunities. 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 starting a venture, from idea generation to customer discovery and business model design, through prototyping and research, funding, company building 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 small businesses, franchising, consulting or specifically address social enterprises.

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. Manage decision-making with incomplete and ambiguous information
2. Develop hypotheses regarding customer problems and design tests to inform decision-making and specify design criteria
3. Approach early stage financing of pre-revenue ventures & evaluate investable startup opportunities
4. Make decisions in case, simulation and live discussion, when new information is revealed
5. Connect and apply entrepreneurial thinking in corporate innovation roles, as well in start-ups
6. Link course learning to personal career planning

ASSESSMENTS

Summary

Component	Weight
Individual Case Memos (20% each)	40%
Group Investor Memo	20%
Group Final Presentation	20%
Online Discussions	10%
Class Attendance	10%
Total	100%

Details of Assessments

Individual Case Memos

Cases from real life entrepreneurs are used in class for discussion and debriefs. 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.

Group Investor Memo

Students will be presented with an investor facing pitch deck from a real startup looking to raise money. In groups of 4 or 5, dubbed as 'investor syndicates', 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. Groups will outline their investment strategy.

Group Final Presentation

In the same groups, 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 marketplace or to find unique university-based research with market opportunities.

Online Discussions

Students are encouraged to utilize the online discussion posts to summarize key learnings and takeaways. The sources will vary from pre-reading material, to in-class applications. The goal is to create an opinion of the reading/activity and clearly articulate the opinion in a few short sentences.

Class Attendance

This is not a lecture-based course. Classroom attendance is a vital part of your learning experience. You will need to come to class, on-time and prepared to discuss the day's case and readings and to respond to the ideas and comments of others. Expect your interactions to be informative, well-reasoned and respectful.

LEARNING MATERIALS

Required: HBR Cases & Simulations. Please ensure that you purchase the correct coursepack. Because we run a simulation in-class, there must be separate coursepacks to accommodate the simulation.
Cost of required materials: ~$23.50
Coursepack Link: TBD

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.
- If you use ChatGPT (or a similar tool) to get ideas and/or partial answers for an assignment and/or to generate any text for a draft or final version of any part of an assignment, you must declare that you have used it, with a couple sentences describing the extent to which it was used, and you must save any generated text from this tool in case it is requested. Failure to fully declare the use of this tool will be considered "unauthorized" (See 3.b of the Vancouver Academic Calendar)

Code Plagiarism

Code plagiarism falls under the UBC policy for Academic Misconduct. Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments. Cases of "reuse" may include, but are not limited to:
- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another

3

- the generation of code by automatic code-generations software

An "adequate acknowledgement" requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

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.

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

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

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.

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm (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	Oct 31	Push / Pull		
2	Nov 2	*Simulation*	Slicing the Pie	
3	Nov 7	Ideation & Guest	Case #1	Case #1 due
4	Nov 9	Testing		
5	Nov 14 (8am)	Growth & Guest		
6	Nov 14	*Simulation*	Startup Game	
7	Nov 21	Execution	Case #2	Case #2 due
8	Nov 23	Evaluating Startups		
9	Nov 28	Funding Startups & Guest		
10	Nov 30	Intrapreneurship		Investor Memo due
Final	Aug 29	Final Presentation		Group Startup Idea

BAEN 550   Section 001,002
Program: MBA

Oct 19, 2023