Course Title: MOS 3250A: Starting a Business or Social Enterprise

Course Number and Section: MOS 3250B 550

Instructor Name(s): Richie Bloomfield

Instructor Email(s): rbloomfi@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:
This course introduces students to the process of starting a business or a social enterprise. Topics include identifying a value proposition; creating a business model and plan; financing, understanding customers, growth and exit strategies; and differences between for-profit business and social enterprises. The course prepares students for the challenges and opportunities of founding and growing a new venture from ideation to raising support.
Prerequisite(s): Any one of the following courses: Business 1220E, Business 2257, MOS 2227A/B and MOS 2228A/B, GLE 2001F/G, or Entrepreneurial Thinking 2255F/G or permission from the instructor.

Learning Outcomes:
1. Use the business model canvas to develop a new business or social enterprise concept.
2. Develop and test assumptions about their business model.
3. Determine the feasibility, desirability, and viability of a business model.
4. Reflect on their knowledge of entrepreneurship, their values, their ability to work with others and the impact of their personal behaviour/contributions on team effectiveness.
5. Deliver engaging presentations.

Textbooks and Course Materials:
REQUIRED COURSE MATERIALS

https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/r0c2m8/alma991044438045105163


https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/v6pq4a/alma991045070021705163

https://ocul-uwo.primo.exlibrisgroup.com/permalink/01OCUL_UWO/r0c2m8/alma991045064018805163

These books are all available electronically through the Huron Library at no cost. If you wish to purchase a hard copy of the books, they are available online as well.

### Methods Of Evaluation:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date mm/dd/yy</th>
<th>Weight - %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Notes and Presentations</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Midterm Test</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Final Presentation</td>
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<tr>
<td>Final Report</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Individual Reflection Paper</td>
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<td>10</td>
</tr>
<tr>
<td>Class Contribution</td>
<td></td>
<td>10</td>
</tr>
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In solidarity with the Anishinaabe, Haudenosaunee, Lu’naapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Wednesday, November 22, 2023