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

Course Number and Section: MOS 3250A - 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 social enterprise. Topics include identifying a value proposition; creating a business model and plan; financing, management, growth and exit strategies; and differences between for-profit business and social enterprises. The course prepares students for the challenges of founding and growing a new venture.

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:
- Use the business model canvas to develop a new business or social enterprise concept.
- Develop and test assumptions about their business model.
- Determine the feasibility, desirability, and viability of a business model.
- 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.
- Deliver engaging presentations.

Textbooks and Course Materials:


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>
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</thead>
<tbody>
<tr>
<td>Field Notes and Presentations</td>
<td>Weeks 5 - 9</td>
<td>30%</td>
</tr>
<tr>
<td>Midterm Test</td>
<td>Week 6</td>
<td>10%</td>
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<tr>
<td>Final Presentations</td>
<td>Week 12</td>
<td>15%</td>
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<tr>
<td>Final Report</td>
<td>Week 12</td>
<td>25%</td>
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<tr>
<td>Individual Reflection Paper</td>
<td>Week 12</td>
<td>10%</td>
</tr>
<tr>
<td>Class Contribution</td>
<td>Ongoing</td>
<td>10%</td>
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In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.