

MINOR IN ENTREPRENEURSHIP & SOCIAL INNOVATION

A significant challenge facing public, private and not-for profit sectors is the need for organizational adaptability, increased innovation, and leadership. We are required to think about how societal, environmental, ecological, and organizational changes are occurring with more frequency and increasing severity necessitating a response in how we are preparing students for full participation in contemporary society. Entrepreneurship can be broadly defined as the capacity to turn ideas into action, ideas that generate value for someone other than oneself, it is a key concept that citizens often need for personal fulfilment, active citizenship, social inclusion, and employment in the knowledge society. At its most fundamental level, entrepreneurship contributes to the resiliency of the economy, and to the strengthening of organizations. As an interdisciplinary liberal art, there is potential to expand on how entrepreneurship is understood, taught, learned, and applied.

PROGRAM LEARNING OUTCOMES

In this minor, students gain a foundation in problem/opportunity identification and social responsibility supplemented by an applied focus geared toward success in the private, public, and non-profit space.

LEARNING OUTCOMES

- identify personal purpose in pursuing the path of entrepreneur, intrapreneur or social innovator
- applying the theory of effectuation¹ in modeling and planning for new business, not-for-profit and intrapreneurial ventures
- apply relevant frameworks to engage in problem solving in at least one of the three domains entrepreneurship, intrapreneurship, or social innovation.
- create value through opportunity identification in one of the three domains entrepreneurship, intrapreneurship, or social innovation.
- communicate ideas through written, oral, and visual presentations establishing a foundation of confidence in the skills necessary to move others towards action.
- develop tools necessary to be agents of social change.
- apply required steps for organizational formation (for-profit or not-for-profit) using planning frameworks such as the business panning matrix and/or the social innovation canvas.
- develop fundamental financial management skills critical to success in for profit and not-for-profit contexts.

¹ Effectuation is a process theory that explains the process that entrepreneurs use to create new ventures. When looking at ways to create value for a business, entrepreneurs have the choice between ways of thinking: causal (or predictive) thinking and effectual thinking (or effectuation). (Dawn R. DeTienne, Alexander McKelvie, Troy V. Mumford, Causation and effectuation processes: A validation study, *Journal of Business Venturing*, Volume 26, Issue 3, 2011, Pages 375-390, <https://doi.org/10.1016/j.jbusvent.2009.10.006>.)

Admission Requirements into Minor - Completion of first year with an average of 60%.

Module- 4.0 Courses

1.5 Mandatory Courses

Weight

MOS 2255F/G (Entrepreneurial Thinking)

0.5

This course provides a broad overview of the principles, theories, and praxis of entrepreneurship, together with an understanding of the key tasks, skills, and attitudes required. It focuses on the "Effectuation" logic that serves entrepreneurs in the processes of opportunity identification and new venture creation based on existing resources.

GLE4001E (The Capstone Course)

1.0

Bringing together learning across Governance, Leadership, and Ethics, the capstone course integrates, extends, or applies the theories, methods, and findings across GLE courses. In collaboration with the Director of GLE, students select from among the following options: Thesis, Major Research Papers, Reading Course, or Community-Based Consultancy with a Written Report.

MANDATORY CREDITS 1.5

0.5 course from the following list

MOS 2298 A (Indigenous Entrepreneurship)

0.5

This 200-level survey course will explore the foundations of entrepreneurship with a focus on Indigenous business development. Special consideration will be given to the unique context, resources and considerations for Indigenous entrepreneurs and non-Indigenous entrepreneurs looking to partner with Indigenous businesses, people, and communities on business ventures.

MOS 3250A/B (Starting a Business or Social Enterprise)

0.5

In this course students will use a business model canvas (BMC) to develop a new business or social enterprise; develop and test assumptions about their BMC as well as determine the feasibility, desirability, and viability of a BMC using an interactive customer discovery process. Students will have the opportunity to reflect on their knowledge of entrepreneurship, as well as their values and their ability to work with others. This is an intensive, highly participatory, group work based course and it is intended for students who are seriously considering starting their own venture.

2.0 Courses from the following list*

History 1818 F/G (Treasure: Objects Of Desire In Global History)

0.5

This course explores how precious objects such as religious relics, ancient artifacts, luxury goods, and commodities have shaped global history. Using the lens of comparative material culture, students will investigate how diverse cultures have

interpreted, competed over, and used objects of desire in religion, diplomacy, trade, war, imperialism, and migration.

HIIST 1817F/G (History in the Headlines) 0.5

This course aims to help students to analyze sources of historical knowledge and explain the role of history in understanding our present circumstances. In addition, this course will foster students' ability to read and think critically, to organize and communicate ideas in both written and oral forms, and to conduct historical research.

History 2714 F/G (Merchants of Empire: The First Global Corporations) 0.5

This course examines the global impact of European joint stock companies from their inception as sixteenth-century trading expeditions to their central role in the history of imperialism, colonialism, and the development of the global capitalist economy. Topics include the rise of the corporation, expansion of global trading networks, imperial warfare, cultural contact and exchange, slavery and exploitation, colonial resistance and oppression, and the complex relationship between companies and imperial governments.

PHIL 2263F/G (Philosophy of Risk) 0.5

Drawing on probability and decision theory, ethics, justice, and legal philosophy, the course will deal with personal choice and the perception of risk, the moral and social acceptability of risks, and the legal management of risk.

PHIL 3840F/G (Case Studies in Business Ethics) 0.5

A seminar course involving the extended examination of major real-world cases in business ethics. Sample areas for examination: pharmaceuticals, the automotive industry, mining, the petroleum industry. The goal of this course is to illuminate the fundamental tension in business activity created by values of truth and profit.

MOS 2299F – (Professional Communications) 0.5

Increasingly, employers explicitly require that post-secondary graduates demonstrate competencies in research and written and spoken communication, and that prospective employees are able to communicate convincingly using not just general communication principles but also disciplinary conventions. In MOS 2299F, Professional Communications, students will develop these competencies in a participatory and collaborative classroom setting. The course will cover foundational topics such as the principles of rhetoric, effective research practices for business, designing and delivering professional presentations, and genre-specific writing. Through readings, discussion, and individual- and team-based research and communication assignments, students will become confident, credible, and effective communicators with strategies that will follow them through their programs and beyond.

* Requires special permission of the Department for non-MOS students

GLE 2003 F/G (Introduction to Leadership) 0.5

This course will offer a broad-based introduction to the concept leadership, combining theoretical inquiry and empirical investigation, and drawing on insights from business administration, political, organizational, and policy analyses. The

course will prepare students who are proceeding in the GLE major, informing their subsequent module construction and launching their progression to the proposed 4000 level GLE capstone course that synthesizes and integrates the governance, leadership, ethics themes.

*Up to 1.0 other courses may be substituted with permission from the program coordinator.

TOTAL CREDITS 4.0