



Welcome to Entrepreneurship

Course Overview

BSD-Entrepreneur Intro

Course Objectives

Upon completion of this course, you should be able to:

- Explain the difference between being an entrepreneur and a business owner
- Determine the skills required to be a successful entrepreneur.
- Assess the components of a business and what makes a business work.
- Demonstrate your ability to problem solve and think creatively.

Required Textbook

Clark, T., Osterwalder, A. & Pigneur, Y. (2012). *Business Model You: A One-Page Method for Reinventing Your Career*. Hoboken, NJ: John Wiley & Sons.

This book is available online from Amazon or through your local Chapters/Indigo store.

The book will essentially be read over a two week period and then reviewed later in the course. As you read the book make your own notes on the information covered in the book. We recommend that your notes focus on the questions posed in the lecture material or within the units themselves. I also encourage you to think about your own questions about the material as it pertains to the question: What does it take to become a successful entrepreneur? By making your own notes on the materials you will be prepared for the discussions as well as the assignments you are expected to complete throughout the term. Take a look at the description of the assignments as this will also help you determine what

types of notes you should take on the material.

Required Viewing

Just a note that there are several videos embedded within the course. The course author, Sam Thiara, has small lectures that will display in a new window by clicking on the link for the presentation. Within the presentation there are also some links to other videos, such as Ted Talks or You Tube Videos. Sam also interviewed several Entrepreneurs from Simon Fraser University's School of Business. As with the reading, make notes on the videos as it pertains to the question: What does it take to become a successful entrepreneur. Pay particular attention to what the videos discuss in terms of the foundations of being an entrepreneur, the skill set required for entrepreneurship and take stock of who you are and why you want to explore being an entrepreneur.

Assignments

Evaluation Component	Percentage	Week Due
Online Participation	20%	ongoing begin Week 1
Paper 1: MBTI	5%	Week 4
Business Model You Submission	30%	Week 6
Case Presentation	20%	Week 9
Paper 3: Video Review	5%	Week 11
Bold Sell Competition	20%	Week 12

To Do

- Take some time to familiarize yourself to the course layout and get in touch with the instructor if you are not clear on an area
- Review the assignments page to examine what you will be required to do throughout the term.

- Look to the People tab to find out what discussion area you are required to participate in and in what weeks you are expected to make a response. The People Tab will also tell you who you will be working with for the Case Analysis and The Bold Sell Competition.
- Introduce yourself to the class. Go the discussions are and click on the discussion area Introductions. Following the description for how to introduce yourself.