

UNIVERSITY OF REGINA

BUS 304 Innovation & Entrepreneurship

FALL 2017

1:00 p.m. – 2:15 p.m. Monday & Wednesday ED 621

Professor: Dr. Chris Street
Office: I don't have an office on campus so am free to meet where you would like
E-mail: UR Courses email
Office Hours: Feel free to make an appointment for a time that suits your schedule, or you can reach the instructor by email or telephone.

TEXTBOOK:

- Course Case Package
- Individual readings as posted on URCourse

COURSE OBJECTIVE:

This course explores the concept and practice of creativity and innovation with the emphasis on creating value by bringing together a unique package of resources to exploit an opportunity, without necessarily owning or controlling all of the resources (ie. entrepreneurship). Concepts covered will include sources of and barriers to creativity and innovation; opportunity recognition; transforming invention to innovation; creating intellectual property; and managing the creative process.

Prerequisite: BUS 210 (or ADMN 210) and BUS 250 (or ADMN 250)

Science, Engineering and Education students: completion of a minimum of 60 credit hours of university studies.

WRITING RESOURCES:

The University of Regina's Writing Clinic provides consultation for students in all disciplines and at all year levels. For further information, contact the clinic at 585-4076 or Room 230, Dr. William Riddell Centre. You can also visit the clinic at <http://www.uregina.ca/sdc>. The quality of your written expression will affect your grades!

ACADEMIC MISCONDUCT:

You are encouraged to interact with and learn from other students in this class. However, you are expected to behave with integrity and this includes adhering to the section on Student Behavior found in the Academic Calendar. Ask me in advance if you have any questions about misconduct.

GRADING AND EXAMINATIONS:

Component	Marks
Case Assignments (5 x 10 marks each)	50
Individual Case Presentation	25
Take-Home Final Case Exam	25
Total	100

The course average for a 300-level class over the last five years is typically 73%.

Take-Home Final Examination

The final exam is case-based, details will be provided in class.

Individual Case Presentation

Communicating to others and persuading them that your idea is valuable and worthwhile is a useful skill to practice. The presentation is a ten-minute verbal presentation in front of one or more judges.

Attendance

If you are aware of any planned absence(s) please provide the instructor with notification (written or email) prior to the missed class.

Class Schedule

Class		Topic
1	Mon, Sept 11 th	Class Introduction
2	Wed, Sept 13 th	Case Analysis and Reporting Process
3	Mon, Sept 18 th	READ: Getting from Plan A to Plan B and Beyond: Building a Better Business Model
4	Wed, Sept 20 th	CASE: Acting Entrepreneurially at Renterra
5	Mon, Sept 25 th	READ: Don't Reinvent the Wheel, Make it Better: Assembling Analogs, Antilogs, and Leaps of Faith to Get to Plan B
6	Wed, Sept 27 th	CASE: Play On-Building The Entrepreneurial Opportunity
7	Mon, Oct 2 nd	READ: Air, Food, and Water: Your Revenue Model - Developing a Revenue Model that Paying Customers Will Support Case Assignment #1 Due
8	Wed, Oct 4 th	CASE: Developing Build Blox as an Entrepreneurial Venture
	Mon, Oct 9th	NO CLASSES
9	Wed, Oct 11 th	CASE: Sensible Life Products
10	Mon, Oct 16 th	READ: Avoiding Rocks and Hard Places: Your Gross Margin Model - Developing a Gross Margin Model that Will Generate Competitive Advantage Case Assignment #2 Due
11	Wed, Oct 18 th	CASE: Frontier Adventure Racing
12	Mon, Oct 23 rd	READ: Hypothesis-Driven Entrepreneurship: The Lean Startup
13	Wed, Oct 25 th	CASE: Entrepreneurs at Twitter
14	Mon, Oct 30 th	PANEL DISCUSSION Guests: TBD Topic: TBD Case Assignment #3 Due
15	Wed, Nov 1 st	CASE: Sequel to Success: The Follow-up to Abatis Systems
16	Mon, Nov 6 th	READ: Selling is Not About Relationships and The End of Solution Sales
17	Wed, Nov 8 th	CASE: AskTheDoctor.com
	Mon, Nov 13th	NO CLASSES
18	Wed, Nov 15 th	CASE: Selling at ServiceBox
19	Mon, Nov 20 th	READ: Beating The Odds When You Launch A New Venture Case Assignment #4 Due
20	Wed, Nov 22 nd	CASE: Uncertainty and Entrepreneurial Action at Readeo.com
21	Mon, Nov 27 th	Case Presentations
22	Wed, Nov 29 th	Case Presentations Case Assignment #5 Due
23	Mon, Dec 4 th	Case Presentations