

**Western University
Faculty of Engineering
Department of Electrical and Computer Engineering**

EU3330B: New Venture Creation

Course Outline-Winter 2018

Description: This course provides an overview on the principles of entrepreneurship. It is designed to introduce students to the core concepts and tools used to increase the likelihood of organizational success in launching and managing new ventures in the for-profit sector. Students will be required to develop a business idea and present a business plan for a new venture, including the production of market research, organizational needs, and financial statements to support an investment in the enterprise.

Instructor: Silvia Reyes, Ivey Business School, Western University
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Consultation hours: Tuesdays 5-7pm (before class) or by appointment

Academic Calendar Copy: This course highlights the process of new venture creation. The entrepreneurial process is introduced as a path to market that includes searching for and screening new ideas, planning development, and starting up new ventures. The course delivery, through the Ivey Business School case method, fosters learning within an active class environment.

Contact Hours: 3 lecture hours/week, 0.5 course.

Antirequisite: Business Administration 4558A/B - New Venture Creation

Prerequisites: Business Administration 2257, or permission of the instructor

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

CEAB Academic Units: Complementary Studies (Elective Course) = 100% or 39 AUs

Required Textbook:

- 1) Timmons, J., Spinelli, Jr., S. and Adams, R. (2015). *New Venture Creation: Entrepreneurship for the 21st Century*, 10th Canadian Edition, McGraw-Hill. **ISBN-13: 978-0077862480**
- 2) Ivey Publishing Course Pack (print copy or digital download copy instructions will be provided in class)

Other Required References: Copies of material discussed in class will be provided.

General Learning Objectives (CEAB Graduate Attributes)

Knowledge Base		Use of Engineering Tools		Impact on Society and the Environment	
Problem Analysis		Individual and Team Work	3/3	Ethics and Equity	1/3
Investigation		Communication Skills	3/3	Economics and Project Management	2/3
Design		Professionalism	2/3	Life-Long Learning	

Notation: x/y , where x is the cognitive level (1: Remember, 2: Understand, 3: Apply) at which the attribute is assessed and y is the academic level (1: Beginner, 2: Intermediate, 3: Advanced) at which the attribute is assessed.

Topics and Specific Learning Objectives

1. Understand what goes into “searching” for opportunities (spotting problems, proposing coherent solutions, and developing a portfolio of opportunities) and have practice doing so;
2. Understand what goes into “screening” opportunities and have practice doing so;
3. Know how to solve problems arising in unstructured situations in new ventures through “planning”;
4. Understand some next steps that are needed in the “setup” and “startup” of a venture once an opportunity is sufficiently developed; and
5. Understand some of the challenges of then growing the business beyond the startup stage.

Timetable:

	Session	Topics	Assignments
January 9	Session 1	The Entrepreneurial Process	
January 16	Session 2	Opportunity Recognition	
January 23	Session 3	The Business Plan	Assignment 1: Opportunity Development Problem Statement
January 30	Session 4	The New Venture Team	Assignment 2: Opportunity Development Interview Report
February 6	Session 5	Resource Requirements	
February 13	Session 6	Opportunity Development Project Presentation	

February 27	Session 7	Entrepreneurial Finance	
March 6	Session 8	Obtaining venture and growth capital	Assignment 3: Reflection Paper on feedback received from Opportunity Development Project Presentation
March 13	Session 9	The Deal: Valuation, Structure, and Negotiation	
March 20	Session 10	Obtaining Debt Capital	
March 27	Session 11	Leading Rapid Growth, Crises, and Recovery	
April 3	Session 12	Business Plan Presentation / Submit Business Plan (2 days after presentation)	

Evaluation

Course Component	Weight
Contribution	25 %
Presentations (Session 6 &12)	15 %
Assignments 1) Opportunity Development Problem Statement (10%) 2) Opportunity Development Interview Report (10%) 3) Reflection Paper (10%) 4) Business Plan (30%)	60%

To obtain a passing grade in the course, a mark of 50% or more must be achieved on the final examination as well as on the laboratory. A final examination or laboratory mark < 50% will result in a final course grade of 48% or less.

Homework Assignments: Assignments will be posted in OWL. The assignments must be submitted for marking by the due dates on the timetable. Written assignments will be submitted electronically - see the provisions concerning plagiarism below.

Class Contribution: Class discussion is an integral aspect of full participation in this course. As we will be using Ivey's case method of teaching, students are expected to appropriately

contribute in class. Grade weighting of this element of evaluation reflects this importance to the course. The evaluation rubric of class contributions will be discussed in class.

Late Submission Policy: Late submissions will be penalized 5% per day and will not be accepted beyond 5 days late. Presentations must be given on the assigned date.

Use of English: In accordance with Senate and Faculty Policy, students may be penalized up to 10% of the marks on all assignments, tests, and examinations for improper use of English. Additionally, poorly written work with the exception of the final examination may be returned without grading. If resubmission of the work is permitted, it may be graded with marks deducted for poor English and/or late submission.

Attendance: Any student who misses more than 25% (or 4 classes) will be reported to the Dean (after due warning has been given). On the recommendation of the department, and with the permission of the Dean, the student will be assigned a failing grade in the course.

Absence Due to Illness or Other Circumstances: Students should immediately consult with the instructor or department Chair if they have any problems that could affect their performance in the course. Where appropriate, the problems should be documented (see the attached “Instructions for Students Unable to Write Tests or Examinations or Submit Assignments as Scheduled”). The student should seek advice from the instructor or department Chair regarding how best to deal with the problem. Failure to notify the instructor or department Chair immediately (or as soon as possible thereafter) will have a negative effect on any appeal.

For more information concerning medical accommodations, see the relevant section of the Academic Handbook:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf

For more information concerning accommodations for religious holidays, see the relevant section of the Academic Handbook:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_religious.pdf

Cheating and Plagiarism: Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. University policy states that cheating, including plagiarism, is a scholastic offence. The commission of a scholastic offence is attended by academic penalties, which might include expulsion from the program. If you are caught cheating, there will be no second warning.

All required papers may be subject to submission for textual similarity review to commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents on the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between the University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, in the relevant section of the Academic Handbook:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Use of Electronic Devices: Students may use laptops, tablet computers, or smart phones (vibrate mode only) during class for course related activities. Non-emergency phone calls or text during class are not permitted.

Policy on Repeating All Components of a Course: Students who are required to repeat an Engineering course must repeat all components of the course. No special permissions will be granted enabling a student to retain assignment, or presentation marks from previous years. Previously completed assignments cannot be resubmitted by the student for grading in subsequent years.

Internet and Electronic Mail: Students are responsible for regularly checking their Western e-mail and the course web site (<https://owl.uwo.ca/portal/>) and making themselves aware of any information that is posted about the course.

Accessibility: Please contact the course instructor if you require material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2111 ext. 82147 for any specific question regarding an accommodation.

Support Services: Office of the Registrar, <http://www.registrar.uwo.ca/>
Student Development Centre, <http://www.sdc.uwo.ca/>
Engineering Undergraduate Services, <http://www.eng.uwo.ca/undergraduate/>
USC Student Support Services, <http://westernusc.ca/services/>

Students who are in emotional/mental distress should refer to Mental Health @ Western, http://www.health.uwo.ca/mental_health/, for a complete list of options about how to obtain help.

INSTRUCTIONS FOR STUDENTS UNABLE TO WRITE TESTS OR EXAMINATIONS OR SUBMIT ASSIGNMENTS AS SCHEDULED

IF, ON MEDICAL OR COMPASSIONATE GROUNDS, YOU ARE UNABLE TO WRITE TERM TESTS OR FINAL EXAMINATIONS OR COMPLETE COURSE WORK BY THE DUE DATE, YOU SHOULD FOLLOW THE INSTRUCTIONS LISTED BELOW. YOU SHOULD UNDERSTAND THAT ACADEMIC RELIEF WILL NOT BE GRANTED AUTOMATICALLY ON REQUEST. YOU MUST DEMONSTRATE TO YOUR DEPARTMENT (OR THE UNDERGRADUATE SERVICES OFFICE) THAT THERE ARE COMPELLING MEDICAL OR COMPASSIONATE GROUNDS THAT CAN BE DOCUMENTED BEFORE ACADEMIC RELIEF WILL BE CONSIDERED. DIFFERENT REGULATIONS APPLY TO TERM TESTS, FINAL EXAMINATIONS AND LATE ASSIGNMENTS. PLEASE READ THE INSTRUCTIONS CAREFULLY. (SEE THE 2017 UWO ACADEMIC CALENDAR).

A. GENERAL REGULATIONS & PROCEDURES

1. All first year students will report to the Undergraduate Services Office, SEB 2097, for all instances.
2. If you are an upper year student and you are missing a test/assignment/lab or exam that is worth MORE THAN 10% of your final grade, you will report to the Undergraduate Services Office, SEB 2097. Otherwise, you will report to your department office to request relief.
3. Check the course outline to see if the instructor has a policy for missed tests, examinations, late assignments or attendance.
4. Documentation must be provided as soon as possible. If no one is available in your Department office or the Undergraduate Services Office, leave a message clearly stating your name & student number and reason for your call. The department telephone numbers are given at the end of these instructions.
5. If you decide to write a test or an examination you should be prepared to accept the mark you earn. Rewriting tests or examinations or having the value of a test or examination reweighted on a retroactive basis is not permitted.

B. TERM TESTS

1. If you are in first year and you are unable to write a term test, contact the Undergraduate Services Office, SEB 2097 PRIOR to the scheduled date of the test.
2. If you are an upper year student and you are unable to write a term test, inform your instructor PRIOR to the scheduled date of the test. If the instructor is not available, leave a message for him/her at the department office. If the test is worth MORE THAN 10% of your final grade you will report to the Undergraduate Services Office, SEB 2097 to request relief. Otherwise, you will report to your department office to request relief.
3. Be prepared to provide supporting documentation to the Department Chair and/or the Undergraduate Services Office (see next page for information on documentation).
4. Discuss with the instructor if and when the test can be rescheduled. **N.B.** The approval of the Chair or the Undergraduate Services Office is required when rescheduling term tests.

C. FINAL EXAMINATIONS

1. If you are unable to write a final examination, contact the Undergraduate Services Office PRIOR TO THE SCHEDULED EXAMINATION TIME to request permission to write a Special Final Examination. If no one is available in the Undergraduate Services Office, leave a message clearly stating your name & student number.
2. Be prepared to provide the Undergraduate Services Office with supporting documentation (see next page for information on documentation) the next day, or as soon as possible (in cases where students are hospitalized). The following circumstances are not considered grounds for missing a final examination or requesting special examinations: common cold, sleeping in, misreading timetable and travel arrangements.
3. In order to receive permission to write a Special Examination, you must obtain the approval of the Chair of the Department **and** the Associate Dean and in order to apply you must sign a "Recommendation for a Special Examination Form" available in the Undergraduate Services Office. The Undergraduate Services Office will then notify the course instructor(s) and reschedule the examination on your behalf.

N.B. It is the student's responsibility to check the date, time and location of the Special Examination.

D. LATE ASSIGNMENTS

1. Advise the instructor if you are having problems completing the assignment on time (**prior** to the due date of the assignment).
2. Be prepared to provide documentation if requested by the instructor (see reverse side for information on documentation).
3. If you are granted an extension, establish a due date. The approval of the Chair of your Department (or the Associate Dean if you are in first year) is not required if assignments will be completed prior to the last day of classes.
4.
 - i) Extensions beyond the end of classes must have the consent of the instructor, the department Chair and the Associate Dean. Documentation is mandatory.
 - ii) A Recommendation of Incomplete Form must be filled out indicating the work to be completed and the date by which it is due. This form must be signed by the student, the instructor, the department Chair and the Associate Dean.

E. SHORT ABSENCES

If you miss a class due to a minor illness or other problem, check your course outlines for information regarding attendance requirements and make sure you are not missing a test, laboratory or assignment. Cover any readings and arrange to borrow notes from a classmate.

F. EXTENDED ABSENCES

If you are absent more than one week or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. (Note drop deadlines listed below). You may want to seek advice from the academic counsellor in your Department or Ms. Karen Murray in the Undergraduate Services Office, if you are in first year.

G. DOCUMENTATION

If you consulted an off-campus doctor or Student Health Services regarding your illness or personal problem, **you must provide the doctor with a Student Medical Certificate** to complete at the time of your visit and then bring it to the Department (or the Undergraduate Services Office). **This note must contain the following information: severity of illness, effect on academic studies and duration of absence. Regular doctor's notes will not be accepted; only the Student Medical Certificate will be accepted.**

In Case of Serious Illness of a Family Member: Provide a Student Medical Certificate to your family member's physician to complete and bring it to the Department (or the Undergraduate Services Office if you are in first year).

In Case of a Death: Obtain a copy of the death certificate or the notice provided by the funeral director's office. You must include your relationship to the deceased and bring it to the Department (or the Undergraduate Services Office if you are in first year).

For Other Extenuating Circumstances: If you are not sure what documentation to provide, ask the Departmental Office (or the Undergraduate Services Office if you are in first year) for direction.

Note: Forged notes and certificates will be dealt with severely. To submit a forged document is a scholastic offence (see below).

H. ACADEMIC CONCERNS

1. You need to know if your instructors have a policy on late penalties, missed tests, etc. This information may be included on the course outlines. If not, ask your instructor(s).
2. **You should also be aware of attendance requirements in some courses. You can be debarred from writing the final examination if your attendance is not satisfactory.**
3. If you are in academic difficulty, check out the minimum requirements for progression in the calendar. If in doubt, see your academic counsellor.

Calendar References: Check these regulations in your 2017 Western Academic Calendar available at www.westerncalendar.uwo.ca.

Absences Due to Illness: <http://westerncalendar.uwo.ca/2017/pg117.html>
Academic Accommodations for Students with Disabilities: <http://westerncalendar.uwo.ca/2017/pg118.html>
Academic Accommodations for Religious or Holy Days: <http://westerncalendar.uwo.ca/2017/pg119.html>
Course Withdrawals: <http://westerncalendar.uwo.ca/2017/pg157.html>
Examinations: <http://westerncalendar.uwo.ca/2017/pg129.html>
Scheduling of Term Assignments: <http://westerncalendar.uwo.ca/2017/pg135.html>
Scholastic Offences: <http://www.westerncalendar.uwo.ca/2017/pg111.html>
Student Medical Certificate: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf
Engineering Academic Regulations: <http://www.westerncalendar.uwo.ca/2017/pg1442.html>

Note: These instructions apply to all students registered in the Faculty of Engineering regardless of whether the courses are offered by the Faculty of Engineering or other faculties in the University.

Drop Deadlines:

First term half course (i.e. "A" or "F"):	November 5, 2017
Full courses and full-year half courses (i.e. "E", "Y" or no suffix):	November 30, 2017
Second term half or second term full course (i.e. "B" or "G"):	March 7, 2017

Contact Information:

Undergraduate Services Office:	SEB 2097	Telephone: (519) 661-2130	E-mail: engugrad@uwo.ca
Dept. of Chemical and Biochemical Engineering & Green Process Engineering:	TEB 477	Telephone: (519) 661-2131	E-mail: cbeugrad@uwo.ca
Dept. of Civil and Environmental Engineering:	SEB 3005	Telephone: (519) 661-2139	E-mail: civil@uwo.ca
Dept. of Electrical and Computer Engineering, Software Engineering & Mechatronics Engineering:	TEB 279	Telephone: (519) 661-3758	E-mail: eceugrad@uwo.ca
Dept. of Mechanical and Materials Engineering:	SEB 3002	Telephone: (519) 661-4122	E-mail: mmeundergraduate@uwo.ca