



## **Entrepreneurship + Small Business Management (BUSI-3400)**

Course Syllabus / Winter 2024-25, WF 10-11.15 PM, Room C244

*Materials/announcements will be posted at [agoraacademy.io](http://agoraacademy.io)*

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### **Summary**

This course considers the nature of entrepreneurship and the distinctive challenges of starting and managing a small business. Topics include financial planning, marketing, operations, management, and human resources.

### **Objectives**

In this course, we will study the work and direct experiences of entrepreneurs and use theory to contextualize how their experiences inform the practice of starting, running, and growing a business.

The course will develop students' understanding of entrepreneurship and key associated concepts in business, including innovation, financial management, supply chains, human resources, efficiency, and scaling/growth. Key themes include:

- The entrepreneurial mindset
- Identifying a value proposition and nurturing an idea
- Business planning
- Strategic planning and operations
- Structure and risk associated with entrepreneurship

**Deadline for withdrawal** without academic penalty: March 7, 2025

## **Reading List**

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### **REQUIRED TEXT**

OpenStax. Entrepreneurship. Rice University, 2020.

Saylor Academy. Small Business Management in the 21st Century. Saylor Academy, 2012.

### **SUPPLEMENTARY TEXTS and RESOURCES**

*Available on Agora Academy*

## Assignments and Grades

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|                                           |     |
|-------------------------------------------|-----|
| Class Participation / Learning Objectives | 10% |
| Chapter Presentations                     | 20% |
| Pop Quizzes (readings and videos)         | 20% |
| Entrepreneurship Anthro Assignments       | 25% |
| Interviews                                | 25% |

| Letter | Percentage | GPA | Descriptor   |
|--------|------------|-----|--------------|
| A+     | 90-100     | 4.5 | Exceptional  |
| A      | 80-89      | 4   | Excellent    |
| B+     | 75-79      | 3.5 | Very Good    |
| B      | 70-74      | 3   | Good         |
| C+     | 65-69      | 2.5 | Satisfactory |
| C      | 60-64      | 2   | Adequate     |
| D      | 50-59      | 1   | Marginal     |
| F      | 0-49       | 0   | Failure      |

### An “excellent” assignment (A) would display:

1. Original thinking and a superior grasp of the subject matter
2. A highly developed capacity for critical evaluation, synthesis, and creativity
3. Appropriate descriptions and quotations
4. Organizing and subordinating information well; writing and/or speaking clearly
5. The use of research sources using *any* recognized style format. For reference, see: Hacker, Diana. *A Pocket Style Manual*. Eighth edition. Boston and New York: Bedford/St. Martin's, 2018

**Participation:** Your participation grades will be posted at the same time as your mid-term grade; each grade is worth 5%. You will be graded on the quality and quantity of interaction – that is, not only the volume of interaction, but the quality and thoughtfulness of your contributions. Attendance will also be factored into your participation grade.

**Learning statements:** As prompted, students will briefly write and share their understanding of a topic as a means of catalyzing conversation about the course material. Note that these responses will be primarily used as a benchmark of your attendance and attention.

**Pop Quizzes:** There will be periodic quizzes on the readings and videos to incentivize your participation.

**Chapter presentations:** For each assigned reading, each student will prepare a synopsis in point form that outlines the main argument of the reading. Presentation: For each chapter, students will prepare a presentation that summarizes the main argument of the reading in order to catalyze in-class discussion. Presentations are intended to be substantive, yet conversational. Those performing the presentation will be asked to consider and summarize: the main argument/point; the sub-sections in support of the main argument/point; the implications and conclusion.

Please also provide a critical analysis, including a series of questions to engage discussion. Consider whether or not there was a problem with the author's argument. Is there something that wasn't considered? Questions should lead the class to defend/critique the reading and may be posed throughout the presentation or at the end of it. Be sure to sign up early for your timeslot. Note that a portion of your grade will be provided by your peers, but that peer reviews are accepted only as recommendations to the instructor. Final grades will be vetted and adjusted by the instructor.

**Entrepreneurship Anthropology Assignments:** This assignment series is designed to provide an opportunity for students to consider key entrepreneurial concepts through the analysis of video interviews and theoretical resources. Students are expected to demonstrate their comprehension by applying theoretical knowledge to real-world examples observed in the videos. Each of the following categories will be evaluated separately: financial management, supply chain management, human resources, efficiency, growth/scale. Further details are posted on the course website.

**Interview Ethnography (video + 4-5 pages):** This provides an opportunity for students to gather practical insights into the world of entrepreneurship by engaging directly with a small business owner or entrepreneur. This experience will enhance your insight into starting and managing a business. You will be graded on depth of understanding, quality of insight (ie. questions and probes), and clarity of writing. Please also pay attention to formatting.

## Policies

**Final grades:** Grades submitted by instructors become final only after they are vetted by the Dean's Council. That process occurs early in January for fall semester grades and early in May for winter semester grades.

**Academic integrity:** *Academic Integrity*—All material referred to in any assignment MUST be appropriately referenced. Plagiarism is a serious matter. Students should be aware of CMU Academic Policies, particularly those regarding academic misconduct (plagiarism and cheating), which apply to all University courses. These are detailed on CMU's [website](#) and in the CMU Calendar. If you still have questions about appropriate referencing and what plagiarism is, a useful tutorial can be found [here](#). For more information on CMU policies regarding grades, academic misconduct, appeals, and other matters, please see CMU's *Academic Calendar*.

**Accessibility:** CMU strives to provide a fair and supportive learning environment for academically qualified students with disabilities. If you are eligible for these services or have questions about becoming eligible, please contact Sandra Loeppky, Coordinator of Accessibility Programs at [sloeppky@cmu.ca](mailto:sloeppky@cmu.ca) or 204.487.3300 x.340. In recognition of individuals with asthma, allergies and severe environmental/chemical sensitivities, CMU is striving to become a scent-free campus. Students, staff and guests are asked to refrain from wearing fragrances and scented personal care products at CMU. This includes perfumes, colognes, aftershave and scented hair products. Your cooperation is greatly appreciated by those affected.

**Academic support services:** Student studying, tutoring, and the Peer Assisted Learning (PAL) program are offered to CMU students free of charge in the Marpeck Mezzanine.

**Counselling:** University students face many challenges and at times may benefit from having a trained professional to talk to. There are qualified counsellors at CMU who volunteer their services free of charge

to students on the CMU campus. Students wishing to book an appointment with a counsellor are asked to contact the North Side Receptionist at 204.487.3300 or [info@cmu.ca](mailto:info@cmu.ca). Confidentiality is maintained at all times. The counselling office is located at C365 (north side) and is free for CMU students.

**Continuity Plan:** Faculty and students should plan to stay home when ill and follow public health requirements for respiratory illness. When students cannot come to class, please seek notes from the designated note-taker. If the instructors cannot be in class, an announcement will be made in Moodle, and we'll use the video platform to communicate via videoconference.

## Schedule

|     | Wed | Ch.                                     | Entrepreneurship                  | Video      | Fri | Ch.                                     | Small Business Management        | Video    |
|-----|-----|-----------------------------------------|-----------------------------------|------------|-----|-----------------------------------------|----------------------------------|----------|
| Jan | 8   | 1                                       | Entrepreneurial Perspective       | Musk       | 10  | 1                                       | Small Business                   | McCann   |
|     | 15  | 2                                       | Process + Pathways                | Hoffman    | 17  | 2                                       | Ideas; Quest for Value           | Rosedale |
|     | 22  | 3                                       | Ethical; Social Responsibility    | O'Sullivan | 24  | 3                                       | Family Business                  | Morgan   |
|     | 29  | 4                                       | Creativity, Innovation, Invention | Schmidt    | 31  | 4                                       | E-Commerce                       | Kapolan  |
| Feb | 5   | 5-6                                     | Opportunity; Problem Solving      | Houston    | 7   | 5-6                                     | Business Plan + Marketing Basics | O'Neill  |
|     | 12  | 7-8                                     | Story + Marketing                 | Ahrendts   | 14  | 7-8                                     | Marketing Strategy + Plan        | Carter   |
|     | 19  | Reading Break: find interview candidate |                                   |            | 21  | Reading Break: find interview candidate |                                  |          |
|     | 26  | 9                                       | Finance + Accounting for Ent.     | Cook       | 28  | 9-10                                    | Financial Management             | Paper    |
| Mar | 5   | 10                                      | Growth, Failures, and Pivots      | Ecko       | 7   | 11                                      | Supply Chain Management          | Paper    |
|     | 12  | 12                                      | Building Networks                 | Gilboa     | 14  | 12                                      | HR Mgmt                          | Paper    |
|     | 19  | 14                                      | Resource Planning                 | Schih      | 21  | 13                                      | Efficiency                       | Paper    |
|     | 26  | 13,15                                   | Structure + Risk                  | Rush       | 28  | 14                                      | Icebergs; Growth                 | Paper    |
| Apr | 2   | --                                      | Interview presentations           |            | 4   | --                                      | Interview presentations          |          |
|     |     |                                         |                                   |            |     |                                         |                                  |          |
|     |     |                                         | Entrepreneurship                  |            |     |                                         | Short videos                     |          |
|     |     |                                         | Small Business Management         |            |     |                                         | Long videos                      |          |