

COURSE FACULTY



Narbe Alexandrian is the President of Canopy Rivers, the venture capital affiliate of Canopy Growth, and the largest cannabis VC fund in the world. Prior to joining Canopy Rivers, Narbe was a Venture Capitalist at OMERS Ventures, the largest and most prominent technology venture capital fund in Canada

Narbe is currently a Seasonal Instructor at the Schulich School of Business, teaching technology entrepreneurship and venture capital within the undergraduate and MBA programs to Lassonde and Schulich students. He holds a Bachelor of Business Administration degree from the Schulich School of Business at York University and is a Chartered Professional Accountant.

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More details: www.bestlassonde.ca/BESTCertificate

ENTR 3400

BUSINESS ESSENTIALS FOR TECHNOLOGY ENTREPRENEURS I



COURSE OVERVIEW

This course has three modules: 1. Organizational Behavior: develops skills/knowledge of leadership, teamwork, negotiations and motivation; 2. Marketing: presents marketing strategy fundamentals; 3. Operations Management: reviews business processes to maximize supply under resource constraints.

COURSE DETAILS

ENTR 3400

3.0

FALL

FACULTY: Schulich School of Business

INSTRUCTOR: Narbe Alexandrian

COURSE MODULES

► Organizational Behavior

Learn and practice the skills and behaviors associated with leadership of self, employees and teams, by developing an appreciation for authenticity, character and emotional intelligence in communication, leadership and team participation.

► Marketing

This module further examines strategy and entrepreneurship including the concepts of disruptive innovations and marketing. During the first part of the session, the importance and implications of the technology adoption life cycle are examined.



► Operations Management

The Operations Management Module aims to enable the students to organize business processes to maximize supply given the resources available to the firm. The module provides the opportunity to learn these themes through readings, lectures, live discussions and case presentations.

