

ENTR 4500

ENTREPRENEURSHIP & TECHNOLOGY VENTURES



COURSE OVERVIEW

This course provides the opportunity to cohesively and effectively plan for the creation of a technology-based business startup-up. Groups of students develop that business idea piece by piece, have the opportunity to make multiple pitches on their business concept and receive feedback, and craft a number of slide decks. This course is an excellent opportunity for students from Lassonde and Schulich to work together, learn and excel.

COURSE DETAILS

ENTR 4500

3.0

WINTER

PRE-REQUISITES: This course is open to Year 4 BBA/iBBA students, students who have completed 60.00 engineering credits in the Lassonde School of Engineering, or students with instructor permission (Course Credit Exclusion: SB/ENTR 4600 3.00)

INSTRUCTOR: MOREN LÉVESQUE

COURSE MODULES

In the process of developing this business venture, students are expected to turn an idea into an enterprise, while regularly measuring the response of and engaging potential customers, learning what works and what does not, and revisiting their business' planning to focus on what customers really want. Students have the opportunity to further build their business network by meeting seasoned entrepreneurs and investors, among others, who regularly visit the class throughout the semester to share their wisdom and experience. The course also allows them to compete for prizes by pitching their ideas to a panel of judges at the end of the semester.



COURSE FACULTY



Moren Lévesque is Professor of Operations Management and Information Systems at Schulich school of business. She is also CPA Ontario Chair in International Entrepreneurship. Her main area of research is entrepreneurial decision making. She views individuals' decision making as one of the most important aspects of developing an understanding of entrepreneurship. Moren's theory of entrepreneurship is built using mathematical models of decision making. Through research, she tries to demonstrate how the strengths of a mathematical approach to theory development can offer a compelling argument for its use in organizational studies and, more specifically, entrepreneurship.

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More details: www.bestlassonde.ca/BESTCertificate