

# Graduate Module Outline

**Title:** Introduction to Entrepreneurship

**Course Description:**

This module examines entrepreneurship as a career and allows students to explore their business idea with community – based facilities and mentors. They will be asked to explore their current graduate research and define any commercialization opportunities associated with it. Participants will complete a self-assessment to determine their readiness to start a new business. They will then work through the creation of a business plan. They will be expected to pitch their business idea a small team of mentors at the end of the program and will receive feedback on their idea.

**Format:** 4 weeks, 3 hours per week. Winter 2013

**Location:** Perennia Innovation Centre, Perennia Innovation Park

**Instruction / Mentor Team:**

Dr Kenny Corscadden P.Eng MBA, Jo Ann Fewer CEO Perennia, Shane Patelakis (Business Development Director), Marsha Gratton (Perennia), Neil Parady (Northern Opportunities for Business Inc), Ron Smith Executive director (Colchester Regional Development Agency).

**Learning Objectives:**

1. To define how campus research can become a business opportunity
2. To explore entrepreneurship as a viable career
3. To learn of the components of starting a business and the risks and benefits associated
4. To complete a business plan
5. To practice public presentation and “pitching” a good idea

**Assessment:**

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| 1. Business Plan Draft Submission – mentor feedback | 20% |
| 2. Business Plan – Complete                         | 60% |
| 3. Public Presentation                              | 20% |