



MOS2255G 570
Entrepreneurial Thinking
Winter 2026

Instructor: Dr. Sergio Janczak
Email: sjanczak@uwo.ca

Course Information

Mode of Instruction: In Person

Calendar Description:

This course provides a broad overview of the principles, theories, and praxis of entrepreneurship, together with an understanding of the key tasks, skills, and attitudes required. It focuses on the "Effectuation" logic that serves entrepreneurs in the processes of opportunity identification and new venture creation based on existing resources.

Pre-requisite(s): Completion of 5.0 1000-level courses.

Extra Information: 3 lecture hours.

Course Weight: 0.50

Breadth: CATEGORY A

Subject Code: MOS

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may 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.



King's University College

60 Years

of Making a Difference

Management and Organizational Studies 2255G ENTREPRENEURIAL THINKING

This seminar course provides a broad overview of the principles, theories, and praxis of entrepreneurship, together with an understanding of the key tasks, skills, and attitudes required. It focuses on the “Effectuation” logic that serves entrepreneurs in the processes of opportunity identification and new venture creation based on existing resources.

This course will be taught by Professor

Sergio Janczak Office: SA 234

Email: sjanczak@uwo.ca

Office hours: Thuesday 2:30 PM to 3:30 PM by ZOOM by appointment only.

This course will be taught using face-to-face “IN CLASS” classes.

The course timetable can be found on the MOS2255 OWL site at <https://owl.uwo.ca> (Enter your Western ID and Password).

COURSE DESCRIPTION

The ultimate purpose of this course is to equip you to solve problems and seize opportunities, which require thoughtful decisions to define the activities on which your business focuses, the customers you reach, and the compelling value you offer. This course is about entrepreneurial endeavors which drive entrepreneurs to act. Also, this course deals with the mindset of entrepreneurs. The final day to drop this course with no academic penalty is March 30th, 2026.

Course Prerequisites:

Completion of 5.0 1000-level courses.

Course Learning Objectives:

1. Understand the principles of effectuation logic: Students will be able to explain the principles of effectuation logic and apply them to real-world situations.
2. Identify and evaluate entrepreneurial opportunities: Students will be able to identify and evaluate entrepreneurial opportunities, using market research, interviews, and brainstorming.
3. Develop an entrepreneurial mindset: Students will be able to identify their own entrepreneurial strengths and weaknesses and develop a plan to improve their entrepreneurial mindset.
4. Take action and prioritize: Students will be able to set goals, create to-do lists, and prioritize their work.

5. Build relationships and network: Students will be able to build relationships with potential customers, partners, and mentors.
6. Think creatively and solve problems: Students will be able to think outside the box and come up with innovative solutions to problems.
7. Take calculated risks and learn from failure: Students will be able to take calculated risks, learn from their mistakes, and persevere in the face of setbacks.

What this course seeks for you to achieve

In this course, students should develop the ability to recognize, analyze and present new business opportunities. Key topics include entrepreneurial thinking, identifying and creating new business opportunities, financing the new business, and developing and presenting a business pitch in both written and oral formats.

A strong emphasis is placed on written and oral presentation of practical ideas and conclusions, in both individual and team project work. The ability (a) to work effectively in teams, and (b) to create and deliver concise and compelling presentations.

This second-year seminar course on Entrepreneurial thinking and Practice is designed for students across the humanities, arts, sciences, and business who love the initiative, ingenuity, and excitement of putting creative ideas into action. This course focuses on the following topics: Awakening Entrepreneurship and Creativity, Channeling Creativity through Design, the Entrepreneur facing Entrepreneurial Opportunity, and the Entrepreneurial Challenge. As part of this challenge, students will form Entrepreneurial Teams.

You'll Start an endeavor ...but this class is not about starting companies.

This class is about Entrepreneurial Skills you can use regardless of whether or not you become an entrepreneur.

If you want the skills that made people like:

Elon Musk

Oprah Winfrey

Vera Wang

Steve Jobs

Daymond John

...successful, this is the class to get them.

Mandatory textbook:

Teaching Entrepreneurship with Experiential Entrepreneurship Curriculum, EXEC. E-copy is available by the publisher. You should buy through the link: <https://teaching.org/exec/product/exec-for-professor-janczak-f20/>

It cost US\$ 99 (to the best knowledge). This material is good for the whole semester and covers

theories, cases, software, and exercises.

PLEASE, BUY IT BY THE Second CLASS,

Complementary material Entrepreneurship and Small Business: Start-up, Growth, and Maturity by Paul Burns (Author); E-copy will be available by the publisher. We will cover only chapters one to four.

Up-to-date information on class assignments, reports, exams, and research participation is provided on the MOS2255F OWL site: <https://owl.uwo.ca/>

TEACHING METHODOLOGY AND EXPECTATIONS

NOTE: Attendance will be taken for classes conducted during the regularly scheduled class times. (See further notes on 'attendance' below.) Students should NOT book other courses or ongoing commitments that conflict with the regularly scheduled class times noted above.

Attendance at ALL classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. For example, if you are unable to attend a class due to health-related or other compelling reasons, you are expected to advise your instructor in advance. Under University regulations, your instructor can determine at which point absenteeism has become excessive and thus can prevent you from passing the course. At the discretion of individual instructors, any student who misses more than 25 percent of scheduled classes will receive a class contribution grade of 0 out of 10 for the course and will not be marked for.

You must complete all evaluation components to pass the course. There will be no reweighting of components unless you have received an academic accommodation. Grades will not be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstration of understanding the course content. Extra credit assignments are not available, and assignments cannot be rewritten to obtain a higher mark. Once you have completed an assignment, you are committed to the mark earned.

A late penalty of 10% will be deducted for every 24 hours in the personal reflection, 3-minute documentary or 8-minute documentary. The other weekly assignments are due before the class time (Pass or Fail) where fail means no submission or no attendance on that class). All assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All assignments submitted for such checking will be included as source documents in the reference database to detect plagiarism of assignments 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>).

Appointments

If you wish to meet with your instructor, you can approach your instructor after class, see the instructor during the designated weekly office hours, or send an e-mail to your instructor to set up a mutually convenient time. Instructors' office locations, e-mail addresses, telephone numbers, and office hours can be found on the MOS2255 OWL site: <https://owl.uwo.ca>

Evaluation

Mos2255 is an essay course; consequently, the content of all testing vehicles (tests, reports, and Scripts for video clips) must include the universally acknowledged standard of correct English usage (spelling, points of grammar, syntax, style and the choice of words). All testing vehicles must be written clearly and concisely, developing an argument that supports the conclusions drawn from the analysis. The guidelines for the minimum written assignments refer to the cumulative amount of written work in a course at least 2500 words and are structured that the student is required to demonstrate competence in essay writing to pass the course.

All components of evaluation (tests, reports, documentaries) must be completed for a student to be eligible for a passing grade in the course. Students must pass at least one of the following individual timed testing points to be eligible to receive a passing grade. Final reports submitted after five business days of the due date will not be accepted, failing the course (20% penalty per day). There will be no re-weighting of components within the course.

Evaluation of the student is achieved through written tests, film reports, and class contributions on. The weightings of the graded requirements are listed below:

Due date	Assignment	Points
Jan 19th S570 Monday	Midterm Chap 1-to 4 Burns (During class time)	20%
Mar 9 th S 570 Monday	This personal reflection summarizes the students' first half of the course.	20%
Mar 21 st S 570 Saturday (DUE on two days BEFORE week class by 11:00 PM)	3-minute documentary Second-hand data	10%
Apr 4 th S570 Saturday (DUE on two days BEFORE week class by 11:00 PM)	8-minute documentary First-hand data A REAL interview with one real entrepreneur	30%
During all classes	Graded as pass/fail (if student is in class), these are 2 - 4 assignments, students turn in each week to help them keep up with the course work	20%
Participation and class discussion	(assignments are due before class time).	

Total Points 100%

Final Documentary:

In small groups of two members (MAXIMUM), all students enrolled in MOS2255 should shadow an entrepreneur for at least eight hours and then makes a short documentary (8 to 11 minutes). These documentaries will be shared in class at the end of the term.

The entrepreneur documentary project intends to give form to an entrepreneur job shadow. While there are many benefits to this assignment, the primary benefit is self-efficacy. Self-efficacy is a person's assessment of his or her ability to do something and achieve the desired directions. Research has found self-efficacy to be a foundation of motivation, well-being, and accomplishment. Vicarious experiences are an effective way to increase self-efficacy. By creating a documentary, the learning experience is shared with others.

We hope you enjoy learning about entrepreneurs all around London. All language interviews must be in English.

The documentary is evaluated using the following criteria:

- 1. The quality of the camera work (sound, clarity, etc.) It is not necessary to use any professional equipment; however, it is available at the KINGS/ITS. We need to book it in advance to get access to the equipment.**
- 2. The originality of the material;**
- 3. The extent to which the film meets basic course requirements (duration of the film, general topic) and the extent to which the students capture the concept of entrepreneurship as a real-life phenomenon in a dynamic way.**
- 4. It must include raw material from the interview you will make with a local entrepreneur.**

The eight-minute documentary must include original data (it means scenes from your interview with a local entrepreneur). The entrepreneur should not be a franchisee or an autonomous professional working as an employee similar activity (i.e. massage therapist, physician, free-lance photographer, etc.).

Assignment Authoring

All assignments to be uploaded to OWL must be authored from an original document using a Microsoft Word account registered to the student. Microsoft Word is available free to all students by visiting myoffice.uwo.ca. Documents submitted with registrations affiliated with anyone other than the student may be taken as evidence of collaboration or plagiarism. Only Microsoft Word documents will be acceptable upload submissions (i.e., do not submit pdf or Page documents). If a student is required to resubmit due to improper document formatting, late penalties will be calculated from the time the properly formatted document is submitted.

Preferred Method of Contact

Questions of a non-personal nature should be asked during class. It is preferred that questions about course content or course structure be asked during class sessions for the benefit of your peers. Questions may also be submitted via email; I attempt to answer emails in the order received however please be aware responses will likely not be instant. It is preferred that students attempt to ask a question via email first before attending office hours as Zoom sessions/office hours can be set up as the situation necessitates.

If you would like to discuss something personal, please contact your instructor through email. You can also visit office hours by making an appointment via email. If those times do not work for you, another meeting can be arranged at a mutually convenient time. If you would prefer to meet virtually over Zoom a meeting can be booked via email. Instructors often do not respond to emails during evenings or weekends so please plan accordingly.

Privacy

To respect privacy laws and the privacy of individual students, all grades will be distributed on OWL only. To respect your privacy, your instructor will discuss your grades only with you. Please do not share or compare your grades. I cannot share information about another student's grades, so discussions comparing grades between students will not be entertained.

Session 570-Monday Evening Classes

session	WEEK	Type of class
WEEK-1	5-Jan	Sergio's personal material
WEEK-2	12-Jan	Sergio's Personal material
WEEK-3	19-Jan	Sergio's personal material
WEEK-4	26-Jan	Face-to-face class -EXEC Material mandatory attendance
WEEK-5	2-Feb	Face-to-face class -EXEC Material mandatory attendance
WEEK-6	9-Feb	Face-to-face class -EXEC Material mandatory attendance
BREAK	16-Feb	UWO BREAK (NO CLASSES)
WEEK7	23-Feb	Special assignment on-Line
WEEK 8	2-Mar	NO face-to-face class -EXEC Material Time allocated to interviews with Entrepreneurs Face-to-face class -EXEC Material
WEEK-9	9-Mar	mandatory attendance Face-to-face class -EXEC Material
WEEK-10	16-Mar	mandatory attendance Face-to-face class -EXEC Material
WEEK-11	23-Mar	mandatory attendance Face-to-face class at ROOM FB003-EXEC Material
WEEK-12	30-Mar	mandatory attendance Face-to-face class at ROOM FB003-EXEC Material
WEEK-13	6-Apr	mandatory attendance

KING'S UNIVERSITY COLLEGE

GENERAL COURSE POLICIES

2025-2026

1. Academic Accommodations, Consideration for Absences

Academic Accommodation (Accessibility)

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

Academic Consideration for Student Absence

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses_enrollment/exams_and_tests/SMC-Feb-2025.pdf.

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Absences from Final Examinations

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under [Special Examinations](#)).

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

2. Support Services

Accessibility, Counselling and Student Development at King’s University College:

<https://www.kings.uwo.ca/current-students/student-services/>

Students experiencing emotional or mental health distress can access services at King’s University College: <http://www.kings.uwo.ca/current-students/campus-services/student-support-services/personal-counselling/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

https://www.uwo.ca/health/mental_wellbeing/

Academic Support Services at King’s University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

GBSV Support:

King’s is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

<https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western’s Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

Further supports can be found on this website: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

See also https://www.uwo.ca/health/student_support/survivor_support/get-help.html

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

3. Statement on Use of Electronic Devices

Use of Electronic Devices: Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

Use of Laptops, Tablets, and Smartphones in the Classroom: King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://www.kings.uwo.ca/current-students/student-affairs/code-of-student-conduct1/>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at

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

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Copyright of Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

6. Use of Recordings

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

7. Policy on Attendance

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.