



MOS2255F 570
Entrepreneurial Thinking
Fall 2026

Instructor: Sergii Nevmerzhytskyi
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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.



SCHOOL OF MANAGEMENT, ECONOMICS AND MATHEMATICS
MOS 2255F
ENTREPRENEURIAL THINKING
Section 570
COURSE OUTLINE

Professor: Sergii Nevmerzhytskyi

Office hours: Within one hour after class, or by prior arrangement

Email: snevmerz@uwo.ca

Mode of instruction: In-person; weekly three-hour Monday class

Please email only from your Western email account. Messages from outside accounts may be filtered as junk mail.

OFFICE HOURS

I will be available for up to one hour immediately after each class. Students may also arrange an in-person or Zoom meeting in advance by email.

COURSE MATERIALS

Required: Teaching Entrepreneurship with Experiential Entrepreneurship Curriculum (**ExEC**), electronic course package. Access and purchase instructions will be posted on OWL Brightspace. *Students should obtain access by the second class because the package contains the theories, cases, software, and experiential exercises used throughout the term.*

Complementary: Entrepreneurship. OpenStax. <https://openstax.org/details/books/entrepreneurship>

Information slides will be provided through OWL Brightspace.

COURSE DESCRIPTION

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

The course equips students to solve problems and seize opportunities through thoughtful decisions about activities, customers, and compelling value. Key topics include entrepreneurial thinking, opportunity recognition and creation, financing a new business, and developing and presenting a business pitch in written and oral formats. Students will form entrepreneurial teams and apply these skills through experiential work and documentary assignments.

LEARNING OUTCOMES

By the end of the course, students should be able to:

- explain the principles of effectuation logic and apply them to real-world situations;
- identify and evaluate entrepreneurial opportunities using market research, interviews, and brainstorming;
- identify personal entrepreneurial strengths and weaknesses and develop a plan to strengthen an entrepreneurial mindset;
- set goals, create actionable task lists, prioritize work, and move from ideas to action;
- build productive relationships with potential customers, partners, mentors, and teammates;
- think creatively and develop innovative solutions to problems;
- take calculated risks, learn from failure, and persevere through setbacks;
- recognize, analyze, and present new business opportunities in clear written and oral formats;
- work effectively in teams and deliver concise, compelling presentations; and
- collect and interpret first-hand and second-hand evidence about entrepreneurship through documentary work.

TEACHING METHODOLOGY AND EXPECTATIONS

Each three-hour class will combine brief lectures, discussion, experiential exercises, cases or examples, media analysis, peer learning, and project work. Entrepreneurship is learned through active practice; students are expected to complete assigned preparation, contribute thoughtfully, and support a respectful environment in which experimentation and constructive feedback are normal.

The instructor may adjust readings, activities, or the sequence of topics in response to class progress. Material changes will be announced through OWL Brightspace.

TECHNICAL REQUIREMENTS

- reliable access to OWL Brightspace and a stable internet connection;
- a computer or tablet capable of creating and submitting common document, presentation, and video formats;
- access to a camera and microphone for the documentary assignments;
- software for basic video recording and editing; free or institutionally supported tools are sufficient; and
- regular access to a Western email account for course communications.

Students who anticipate a technology or accessibility barrier should contact the instructor as early as possible so that an appropriate plan can be discussed.

EVALUATION

Assessment	Due date	Weight
Weekly Assignments, Participation and Discussion	Ongoing; before each class	25%
Intro theory test	September 28 (in class)	15%
Personal Reflection	November 9	15%
3-Minute Documentary: Second-Hand Data	November 21	15%
8-Minute Documentary: First-Hand Data	December 05	30%

Total: 100%

1. Weekly Assignments, Participation and Discussion

Students will complete short experiential assignments each week. Engagement also includes preparation, active listening, constructive teamwork, and meaningful contribution to discussion.

2. Intro theory test: (based on OpenStax materials)

The in-class midterm assesses the complementary readings and the student's ability to apply core entrepreneurship concepts. Format and permitted materials will be confirmed on OWL Brightspace. Unauthorized electronic devices are not permitted during the test.

3. Personal Reflection

The personal reflection summarizes and analyzes the student's learning during the first part of the course. It should demonstrate thoughtful self-assessment, clear links to course concepts and experiences, and specific actions for developing an entrepreneurial mindset.

4. Three-Minute Documentary - Second-Hand Data

Students will create a concise documentary using appropriate second-hand evidence. The work should present a focused entrepreneurial issue or insight, use credible source material, and communicate a coherent argument through script, visuals, sound, and editing. Detailed requirements will be posted on OWL Brightspace.

5. Eight-Minute Documentary - First-Hand Data

In groups of two or three, the students will **shadow an entrepreneur for at least eight hours** and create an 8- to 11-minute documentary. The project is intended to build self-efficacy through direct observation and vicarious learning. It must include original footage from an English-language interview with a local entrepreneur and should capture entrepreneurship as a dynamic, real-life phenomenon.

Evaluation will consider audiovisual quality, originality, compliance with the required duration and topic, effective application of course ideas, and the quality and integration of original interview material. Professional equipment is not required; students may inquire about booking equipment through King's ITS. The selected entrepreneur should not be a franchisee or an autonomous professional whose activity is substantially similar to employment; consult the instructor if eligibility is uncertain.

Submission and late-work expectations

Assignments must be submitted through the designated OWL Brightspace link by the posted deadline. A late penalty of 10% of the assignment value applies for each 24-hour period to the Personal Reflection and the documentary assignments, subject to approved academic consideration. Weekly pass/fail assignments generally cannot earn credit when they are not submitted before class or when the associated class is missed. There is no routine reweighting, extra credit, or rewriting for a higher mark. Approved accommodations or academic consideration take precedence over these general rules.

MOS 2255 is an essay course. Across tests, reports, and documentary scripts, students must demonstrate clear and concise argument, correct English usage, and competence in essay writing. The cumulative written work will meet the applicable essay-course minimum. All evaluation components must be completed to be eligible for a passing grade.

Written assignments uploaded to OWL Brightspace must be authored in Microsoft Word using the student's institutional account and submitted in the specified Word format unless the assignment instructions state otherwise. Students are responsible for confirming that the correct, readable file was uploaded.

LECTURE AND ASSESSMENT SCHEDULE

The detailed schedule appears in the appendix.

SPECIFIC COURSE POLICIES

Completion of evaluation components

Students are expected to complete all required evaluation components. Failure to complete a major component may make it impossible to demonstrate the course learning outcomes and may affect the ability to pass the course.

Academic integrity and responsible use of sources

Students must submit their own work, acknowledge all sources and assistance, and follow Western and King's academic-integrity requirements. Fabrication, unauthorized collaboration, contract cheating, plagiarism, or misrepresentation of another person's work is prohibited. Assignment-specific expectations will be stated on OWL Brightspace; students should ask before submitting if they are uncertain about permitted collaboration or source use.

Generative artificial intelligence

Use of generative AI tools is not prohibited but should be mentioned when presenting your work. AI output must not replace the student's observation, analysis, reflection, or authorship, and students remain responsible for accuracy, originality, privacy, copyright, and source verification. Undisclosed or unauthorized use may be treated as an academic-integrity concern.

Electronic devices and recordings

Laptops and tablets may be used when they support class learning. Phones should be silenced and put away except for an instructor-directed activity or urgent need. Students may not photograph, record, or distribute classes, classmates, course materials, or guest contributions without explicit permission. Approved accessibility accommodations are exempt from this restriction.

Respectful and inclusive learning environment

Entrepreneurial learning involves debate, uncertainty, personal reflection, and feedback. Students are expected to engage respectfully, avoid discriminatory or harassing conduct, protect personal information

shared in class, and critique ideas without attacking people. Concerns should be brought to the instructor or the appropriate King's support office.

Accessibility and academic consideration

Students who require academic accommodation should connect with the appropriate King's accessibility service and follow institutional procedures. Requests for academic consideration due to illness or extenuating circumstances must be submitted through the applicable official process. Students are encouraged to communicate early; the instructor will implement approved arrangements while maintaining the course learning outcomes.

Course communications and privacy

Official announcements, materials, grades, and changes will be communicated through OWL Brightspace and email. Students are responsible for monitoring both. Personal information about classmates, interview participants, ventures, or community members must be handled carefully and used only for the authorized course purpose. Documentary participants must provide informed consent in the manner specified in the assignment instructions.

Authoritative policies

This outline should be read together with the current King's University College and Western University academic calendars, policies, and procedures. Where an institutional rule or approved accommodation conflicts with a general statement in this outline, the institutional rule or approved arrangement governs.

APPENDIX - MOS 2255 - ENTREPRENEURIAL THINKING CLASS SCHEDULE

Class	Date	Class focus	Due / preparation
1	Sept. 14	Course orientation and instructor materials	
2	Sept. 21	Instructor materials	Obtain EXEC package
3	Sept. 28	In-class EXEC activities, mandatory	Intro theory test in-class
4	Oct. 5	In-class EXEC activities, mandatory	
-	Oct. 12	No scheduled class	
5	Oct. 19	In-class EXEC activities, mandatory	
6	Oct. 26	In-class EXEC activities, mandatory	
7	Nov. 2	Special online assignment - EXEC activities	
8	Nov. 9	In-class EXEC activities, mandatory	Personal Reflection
9	Nov. 16	In-class EXEC activities, mandatory	
10	Nov. 23	In-class EXEC activities, mandatory	3-Minute Documentary due Nov. 21
11	Nov. 30	In-class EXEC activities, mandatory	
12	Dec. 7	Integration and course reflection	8-Minute Documentary due Dec. 05

Note: The instructor may adjust topics, activities, readings, or intermediate milestones to support learning. Any change to a graded deadline will be communicated clearly through OWL Brightspace.

KING'S UNIVERSITY COLLEGE

GENERAL COURSE POLICIES

2026-2027

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://registrar.uwo.ca/academics/pdfs/student-medical-certificate.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://kings.uwo.ca/community/library/services/accessibility/>

Students experiencing emotional or mental health distress can access services at King's University College: <https://kings.uwo.ca/campus-life/student-supports/>

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-health/index.html>

Academic Support Services at King's University College:

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

GBSV Support:

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

Mental Health and Wellness at King's - King's University College

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.

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.

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://kings.uwo.ca/sites/2025/assets/files/about/governance/policies/board/Board%20Policy%203_1%20Code%20of%20Student%20Responsibilities%20and%20Conduct.pdf

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 https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.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.