

School of Kinesiology
Faculty of Health Sciences
Western University

**KIN 4422A – Entrepreneurship and Technology
Fall 2018**

Instructor:	Dr Marc Mitchell Assistant Professor	Office:	3R12B Arts & Humanities Bld
Location:	P&AB-148	Office Hour:	Wednesday 2:00pm-3:00pm
Lectures:	MoWeFr 12:30pm-1:20pm	Phone:	519-661-2111 x 87936
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TAs: Tim Dada, idada@uwo.ca and Madison Page, mpage28@uwo.ca

NOTE: All course information including grades, assignment outlines, deadlines, etc. are available via OWL. Check the website regularly for course announcements.

Calendar Course Description: Students will focus on the business, organizational, and technological aspects of Professional Kinesiology. The intent is to provide students with the background (and confidence) in communication, technology, and job skills in the business and entrepreneurial aspects of kinesiology.

My Course Description: The job market is competitive. The overarching objective of this course will be to introduce you to some of the skills you may need to create your own job – in other words, start your own business. Developing your entrepreneurial spirit will be an important course objective. Business creation in the health and wellness space (within the broad scope of Registered Kinesiology practice) will be a focus. Whether you are looking for full-time employment (and pay) or a part-time venture to pursue a passion and compliment other work you do, the basic principles are the same: (1) identify an attractive idea, (2) bring a qualified team together, (3) write a compelling business plan, and (4) secure adequate funding. Lectures, multiple guest presentations from business owners, group assignments and presentations will facilitate business skill development. The use of technology (e.g., smartphones, apps, wearables, coding basics, social media and the “Internet” in general) will figure prominently throughout the course as well.

Anti-requisite(s)/Pre-requisite(s)/Co-requisite(s) if applicable:

You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course.

Unless you have either the requisites for this course or written special permission from the course department to enroll 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.

Course Format:

Lectures: Monday, Wednesday, Friday 12:30pm-1:20pm
Location: P&AB-148

Recommended Text: “Start Your Own Business” By Staff of Entrepreneur Media Inc.

Learning Objectives:

Upon completion of this course students will be able to:

1. **Identify and delineate** theoretical terms and concepts with regards to starting a business. (Knowledge)
2. **Compare and contrast** theoretical and practical approaches for business development in a Professional Kinesiology context. (Analysis)
3. **Synthesize** research and practical knowledge about business development in various markets.(Comprehension)
4. Begin to **Develop** skills as they pertain to starting your own business. (Application)
5. **Further develop** abilities to *critically reflect* upon own learning and relate to the topics discussed in class. (Reflection)

Required Course Material:

Supplemental readings will be posted on OWL as well.

Course Evaluation Summary:

1. Participation Quizzes: 5 x 1%	5%
2. Guest Lecture Attendance (8-10 x 1%)	10%
3. Company Profile: Write a half-page company profile	5%
4. Company Profile: 1-min oral presentation	5%
5. Newspaper: 1-min oral presentation	10%
6. Interim Business Plan	15%
7. Interim Business Plan: 2-min pitch	10%
8. Final Business Plan	25%
9. Final Business Plan: 3-min “investor” pitch	15%

Course Evaluation Details:

1. **Company Profile:** 300 words (over or under by 50 words is ok) DUE: Monday, September 17

Written Profile: Complete a written company profile (half page; 300 words plus/minus 50 words) for a start-up company where at least one College of Kinesiologists of Ontario (COKO) core competency is reflected. The profile should include the following sections (subsections are described (with examples) in the www.futurpreneur.ca business plan writer tool):

- a) Business overview
- b) Location
- c) Vision & Mission

Oral Profile: Present this new KIN-esque company in a less than 1-min oral presentation (no notes please).

**Refer to Futurepreneur's 'Company Profile' crash course Prezi when completing the written portion of the assignment; also, use 'the founders pitch' slide on OWL as a template for your oral presentation (WARNING: It's supposed to be very short!).*

2. **Newspaper Presentation:** 1-min oral presentation (hardcopy of article must be handed-in as part of the assignment; 60 seconds max.) DUE: Monday, September 24

Get your hands on a hardcopy of a Globe & Mail issue from this or last week, or this week or last week's MacLean's issue (or another pre-approved publication e.g., Time Magazine, Toronto Star) and read it! In reading the articles, identify one that brings up an issue or problem that could be addressed (solved) with a College of Kinesiologists of Ontario (COKO) core competency. Be creative!

Your presentation should flow in this way:

- a) The title of your article, date and source
- b) What is the article about?
- c) The societal or health-related issue or problem that it brings up (directly or indirectly)
- d) The COKO core competency that may help solve the problem – don't just state the competency, but rather be specific about how it would be applied to address said issue.

3. **Interim Business Plan,** DUE: Monday, October 22

Written: The interim business plan should include the following sections (subsections are described (with examples) in the www.futurpreneur.ca business plan writer tool):

- a) Company profile
- b) Market Research

Oral: Founders Pitch PLUS details from Interim Business Plan that are to be determined.

4. Final Business Plan, DUE: Monday, November 26

Written: The interim business plan should include the following sections (subsections are described (with examples) in the www.futurpreneur.ca business plan writer tool):

- a) Company profile (updated)
- b) Market Research (updated)
- c) Sales & Marketing (only select sub-sections)
- d) Operations (only select sub-sections)
- e) Financials (only select sub-sections)

Oral: Founders Pitch PLUS details from Final Business Plan that are to be determined.

Course/University Policies

1. **Lateness/Absences:** Assignments are due at the beginning of class on the assigned due date and will not be accepted late, except under medical or other compassionate circumstances. Electronic submission of assignments will not be accepted (unless otherwise specified) under any circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade. Appropriate documentation for assignments worth less than 10% should be submitted to the instructor. A missed mid-term examination without appropriate documentation will result in a zero (0) grade. The course policy is not to allow make-ups for scheduled midterms, presentations or final exams, nor to assign a grade of Incomplete without acceptable and verifiable medical (or equivalent compassionate) reasons. Acceptable reasons might include hospital stays, serious illness, family emergencies (like serious accidents or illness, death) or similar circumstances.

2. **Written documentation(Illness, Medical/Non-Medical):**

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

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website:

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

Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic Counselling Office for what documentation is needed.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. stating specific reasons and dates. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for medical requests for accommodation must be submitted within two (2) business days after the end date on the documentation, to the appropriate Academic Counselling Office of the student's Faculty of registration. For KIN students, you may go to the School of Kinesiology in 3M Centre room 2225 **NOT** to the instructor. It will be the Academic Counselling office that will determine if accommodation is warranted.*

An "Accommodation Consideration Request Form" found online or in the Kinesiology Undergraduate Office" for ALL accommodation requests must be submitted into the appropriate Academic Counselling office of the student's Faculty/School of registration. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy.

https://www.uwo.ca/fhs/kin/undergrad/files/accommodation_request.pdf

3. **Grades:** Where possible assignment objectives and rubrics will be posted on OWL. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and prepare in writing, with evidence, why you feel your grade is inappropriate. Please be aware that in requesting a grade reassessment, your grade could go up/down/or stay the same. Note that calculations errors (which do occur!) should be brought to my attention immediately.

15% of course grades will be posted by the last day to drop a course.

A+	90-100	<i>One could scarcely expect better from a student at this</i>
A	80-89	<i>Superior work that is clearly above average</i>
B	70-79	<i>Good work, meeting all requirements and eminently</i>
C	60-69	<i>Competent work, meeting requirements</i>
D	50-59	<i>Fair work, minimally acceptable.</i>
F	below 50	<i>Fail</i>

4. **Scholastic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

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

A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). 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. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>)

B) 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. **Formatting** (*as recommended by the course instructor*): example- APA style is the approved style of writing for all assignments produced for this course. Please refer to Western University Library webpage for information on citation style and format or consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

6. According to the **Examination Conflict policy**, "A student who is scheduled to write more than two examinations in any 24-hour period may request alternative arrangements through the office of their Academic Counsellor." **This policy does NOT apply to mid-term examinations.* There will be no make-up for the mid-term exam. Students who miss this exam with a valid reason will have the final re-weighted accordingly.

7. **Classroom Behaviour:** Class will begin promptly at the time specified at the top of page one of this syllabus. In the event that you must arrive late, please enter the classroom with a minimal disturbance to the class. I reserve the right to lock the classroom door and deny entrance if lateness becomes a common occurrence. Excessive talking during class time is disruptive, disrespectful, and will not be tolerated. Students engaging in such behaviour may be asked to leave the room. Cellular phones, pagers, and text-messaging devices are disruptive

when they ring in class. If you must bring these with you, please place them on silent mode or turn them off during class. Failure to do so may result in your being asked to leave.

8. Laptops for the **purpose of typing lecture notes** are permitted in class, but please be respectful to your fellow students and turn the sound off. If I receive complaints from other students regarding noise or other disruptive behaviour (e.g., watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom laptop privileges will be revoked.

9. Audio and/or videotaping of lectures is not permitted unless approval has been sought from the instructor in advance.

10. **Health and Wellness:** As part of a successful undergraduate experience at Western, we encourage you to make your health and wellness a priority. Western provides several on-campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre as part of their registration fees. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page (<http://www.music.uwo.ca/>), or the McIntosh Gallery <http://www.mcintoshgallery.ca/>

Further information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

Students who are in emotional/mental distress should refer to Mental Health@Western (<http://www.health.uwo.ca/>) for a complete list of options about how to obtain help.

STUDENT CODE OF CONDUCT

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit

<http://www.uwo.ca/univsec/board/code.pdf>

ENGLISH PROFICIENCY FOR THE ASSIGNMENT OF GRADES

Visit the website <http://www.uwo.ca/univsec/handbook/exam/english.pdf>

SUPPORT SERVICES

There are various support services around campus and these include, but are not limited to:

1. *Student Development Centre* -- <http://www.sdc.uwo.ca/ssd/>
2. *Student Health & Wellness* -- <http://www.health.uwo.ca/>
3. *Registrar's Office* -- <http://www.registrar.uwo.ca/>
4. *Ombudsperson Office* -- <http://www.uwo.ca/ombuds/>

Tentative Weekly Schedule

Week of	Topic	Guests and Notable Events
September 6, 1	Introduction	
September 10, 2-3 + guest	Developing your idea	Stronger Fitness, by Stephanie Paplinski (Sept 14)
September 17, 4-5 + guest	Developing your idea	Carrot Insights Inc, by Sarah Richard (September 21) <i>*Company profiles/presentations (Sept 17)</i>
September 24, 6-7 + guest	Business Plan	Align Family Fitness, by Julie McLean (Sept 28) <i>*Newspaper presentations (Sept 24)</i>
October 1, 8-9 + guest	Business Plan	Best Life Rewarded Innovations, by Cynthia Hastings-James (Oct 3)
October 8,	NO CLASS	READING WEEK
October 15, 11-12 + guest	Tech Week	Western "Propel" Panel (Oct 17) and Trainer+, by Nick Corneil (Oct 19)
October 22	Student Presentations	<i>*Interim business plan and presentation</i>
October 29, 13-14 + guest	Plan/Pitch Smaller Group Debrief	NO CLASS FRIDAY NOV 2nd Stand Stand Inc., by Luke Leafgren (Oct 29)
November 5 15-16 + guest	Sales & Marketing; Operations	Carrot Insights Inc., by Matthew O'Leary (Nov 7)
November 12 17-18 + guest	Financials	Leo Burnett, by Bernie Batt (Nov 16)
November 19	Odds and Ends	Forest City Sport & Social Club, by Colin Galloway (TBD)
November 26	Student Presentations	<i>*Final business plan and presentation</i>
December 3	NO CLASS	