

Learning Outcomes:

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 Clinical 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/Text:

“Start Your Own Business” 8th edition By Staff of Entrepreneur Media Inc.

Course Evaluation Overview:

1. Participation Quizzes: Based on readings, podcasts, etc.	5%
2. Lecture Attendance: Attend 80% of lectures when attendance is taken for full marks.	5%
3. Company Profile: 1 min oral presentation (penalty if over time)	10%
4. Newspaper Presentation: 1 min oral presentation (upload a Zoom recording of your presentation; penalty if over time; students earn 1% for completing 5 peer assessments)	10%
5. Interim Business Plan	20%
6. Interim Business Plan Pitch: 2:00 min “investor” pitch (penalty if over time)	10%
7. Final Business Plan	25%
8. Final Business Plan Pitch: 3:00 min “investor” pitch (penalty if over time)	15%

Assignments are due as stated in the course syllabus and will not be accepted late, except under medical or other compassionate circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade. A missed presentation, without appropriate documentation will result in a zero (0) grade. Acceptable reasons might include hospital stays,

4. **Final Business Plan**, DUE: The written plan is due Friday, March 24th at 11:55pm. The oral presentations will take place starting Monday, March 27th until the end of term (Monday-Friday at 11:30am).

Written: The final 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 (3:00 min presentation; penalty if over): Founders Pitch PLUS details from Final Business Plan.

Weekly Schedule:

Week	Topic	Guests and Assessments*	Readings
1	Introduction; Resource Review; You and I	Guest: TBD	<i>Chapters in text will be assigned each week, as well as additional readings posted to OWL.</i>
2	Good idea!	Guests: TBD	

Course/University Policies

1. The website for Registrarial Services is <http://www.registrar.uwo.ca>.

In accordance with policy, the centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at his/her official university address is attended to in a timely manner.

2. Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, in the Academic Calendar (westerncalendar.uwo.ca).

Plagiarism

Student work is expected to be original. Plagiarism is a serious academic offence and could lead to a zero on the assignment in question, a zero in this course, or your expulsion from the university. You are plagiarizing if you insert a phrase, sentence or paragraph taken directly from another author without acknowledging that the work belongs to him/her. Similarly, you are plagiarizing if you paraphrase or summarize another author's ideas without acknowledging that the ideas belong to someone else. All 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 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 (www.turnitin.com).

Re-submission of Previously Graded Material

Without the explicit written permission of the instructor, you may not submit any academic work for which credit has been obtained previously, or for which credit is being sought, in another course or program of study in the University or elsewhere.

Use of Statistical Pattern Recognition on Multiple Choice Exams

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.

Use of Electronic Devices

During Exams: Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices during ANY tests, quizzes, midterms, examinations, or other in-class evaluations.

During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

A student completing tests or examinations with flexible submission times (e.g., where one or more evaluation is a take-home assessment) cannot request alternative arrangements unless a conflict cannot be avoided by rescheduling writing the exam to a different time within the window specified by the instructor. This applies to direct conflicts as well as “heavy load” conflicts (e.g., three exams within a 23-hour period). The student should discuss any concerns about a potential conflict and/or request academic considerations with their

You have the right to appeal any grade within this course. The grounds for a grade appeal may be one or more of: medical or compassionate circumstances, extenuating circumstances beyond the student's control, bias, inaccuracy, or unfairness. All grounds advanced in a request for relief must be supported by a clear and detailed explanation of the reasons for the request together with all supporting documentation.

Appeals generally proceed in this order:

1. Course instructor (informal consultation)
2. Department Chair (submission of written request)
3. The Dean of the Faculty (submission of written request)

In the case of perceived procedural unfairness, steps 2 and 3 are carried out within the Department and Faculty offering the course. In the case of extenuating medical or compassionate circumstances that impact on a grade, steps 2 and 3 are carried out within a student's Home Department and Faculty.

A request for relief against a mark or grade must be initiated with the instructor as soon as possible after the mark is issued. In the event that the instructor is not available to the student, or fails to act, or if the matter is not resolved satisfactorily with the instructor, a written request for relief must be submitted to the Chair of the Department within three weeks of the date that the mark was issued. In the case of a final grade in a course, the written request for relief must be submitted to the Chair of the department by January 31st (for first-term half courses) or June 30th (for second-term half courses or full-year courses)

8. Support Services

Health and Wellness:

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.

There are various support services around campus and these include, but are not limited to:
Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
Ombudsperson Office -- <http://www.uwo.ca/ombuds/>

9. Student Code of Conduct