

course as well.

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 _____ upon own learning and relate to the topics discussed in class. (Reflection)

Required Course Material/Text:

None. Weekly readings will be posted on slides/OWL.

Course Evaluation Overview:

1. Participation Quizzes: Based on attendance, readings, podcasts, etc.	5%
2. “Founder’s Pitch” Presentation	5%
3. Test 1	12.5%
4. “Interim” Business Plan	15%
5. “Interim” Business Pitch	10%
6. Test 2	12.5%
7. “Final” Business Plan	25%
8. “Final” Business Pitch	15%

Late Policy

Course Evaluation Details:

1. **Participation Quizzes**, DUE: Throughout term (see OWL 'Tests & Quizzes' for details).
2. **"Founder's Pitch" Presentation**, DUE: On your presentation day.

This is your opportunity to synthesize what has been covered in class so far and begin to propose your business idea (to be developed further with your interim and final business plans later on in the term). This may not be the business idea you develop in the end for class, but it will give you the chance to propose it early on and receive feedback and advice.

Fill-in single-slide "Founder's Pitch" template and memorize for your 30 second pitch presentation. In addition, be ready to answer questions around: **(a)** the specific problem you are addressing and **(b)** the novelty and feasibility of your solution (i.e., proposed product or service).

At least one College of Kinesiologists of Ontario (COKO) essential competency should be reflected in your pitch.

3. **Test 1**, DUE: TBD

25 multiple choice questions based on content covered since beginning of term.

4. **"Interim" Business Plan**, DUE: The written plan is due Thursday, February 8th at 11:55 pm.

The interim business plan should include the following sections (descriptions [with examples] are provided in the www.futurpreneur.ca business plan writer tool):

- a) Company Profile
- b) Market Research

See rubric on OWL for more information.

5. **"Interim" Business Pitch**, DUE: The written plan is due TBD at 11:55 pm. The oral presentations will start on TBD.

2:00 min presentation; marks (1 out of 10, or 10%) will be automatically lost if you go over 2 minutes so practice, practice, practice and time y(c)12.34.693 l(t)3 56 BD34.693 l5 (i)-4.4.3 (f)6u10, 3g0i 3ne

8. **“Final” Business Pitch**, DUE: The written plan is due TBD at 11:55 pm. The oral presentations will start on TBD and will continue until the end of term.

3:00 min presentation; marks (1 out of 10, or 10%) will be automatically lost if you go over 3:00 minutes so practice, practice, practice and time yourself when you do. See slide template on OWL.

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If you are in emotional or mental distress, please visit Western Psychological Services (<https://www.uwo.ca/health/psych>) for a list of options for obtaining help.

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

Academic Considerations and Absences from Lectures and Assessments

Religious Accommodation

When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request (in writing) any necessary academic considerations at least two weeks prior to the holiday to the academic counsellors in their Home Department. Additional information is provided in the [Western Multicultural Calendar](#).

Academic Accommodation

Please contact the course instructor if you require lecture or printed material in an alternate format or if any other arrangements can make this course more accessible to you. Students with ongoing accommodation needs within this course are also encouraged to contact [Accessible Education](#), which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The policy on Academic Accommodation for Students with Disabilities can be found [here](#).

Academic Consideration

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by extenuating circumstances that are medical or (der)-58 .5 3ak A/CID

