



School of Business and Leadership
ECDV 300
Creativity and Innovation in Small Business
Term: Winter 2021
Number of Credits: 3

Course Outline

INSTRUCTOR: Julie Nielsen

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Office location: Downtown campus at YukonU Innovation & Entrepreneurship (2180 2nd Ave)

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Hours of availability: Monday to Thursday from 9am to 3pm.

Weekly in-person or online sessions on Thursdays 6:30 to 8pm + 1.5hrs/week of asynchronous online activities

COURSE DESCRIPTION

This course provides students with a broad understanding of entrepreneurship and its role in economic and social development. Entrepreneurship is approached as a way of thinking and acting, emphasizing creativity, innovation, and thoughtful risk-taking that can be useful in any organizational context. Students will integrate and apply concepts from the core areas of business with their social, technological, and political context to identify and evaluate entrepreneurial opportunities, and prepare a viable business plan to engage in sustainable, local, and consent-based business activities.

COURSE REQUIREMENTS

Prerequisite(s): ACCT 222, LEAD 292, MKTG 231, or permission of the School of Business & Leadership

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Compare and contrast purposes and processes of economic activity
- Work collaboratively in teams
- Identify, interpret, and uphold treaty obligations as they relate to business development
- Assess market conditions

- Evaluate business opportunities
- Develop and communicate a viable business plan

COURSE FORMAT

Weekly breakdown of instructional hours

It is expected that this course will require 1.5 hours/week of face-to-face or online participation. An additional 1.5 hrs of content delivered asynchronously online is expected. It is important to note that the time required will vary by individual.

Delivery format

This course will be delivered in a blended format. Students will be required to attend some face-to-face sessions on our downtown campus (YukonU Innovation & Entrepreneurship, 2180 2nd Ave) and complete an assortment of synchronous and asynchronous online activities. Please see the topic outline section for location details.

Course materials and discussions will be made accessible through Moodle. A combination of approaches will be used which may include case studies, videos, guest speakers, news articles, lectures, and group work.

ASSESSMENTS

The assessments in this course are designed to enhance your learning by assessing your ability to meet the learning outcomes and providing feedback and guidance while developing your capacity for self-reflection and generalization to allow you to continue gaining mastery of the material long after you have completed the course.

Participation and Engagement

This course is largely group-based and adopts an experiential approach to learning. The learning outcomes will be achieved through active participation in all class and online activities (20%).

Mid-term presentation

Students will demonstrate their ability to work in teams during the session. They will have to present as a team the problem they're trying to solve and their initial minimum viable product (20%).

Written assignment

This course has a mid-term written assignment worth a total of 25% of the final grade. Students will demonstrate the validation process of their business idea following the customer discovery Canvas provided.

Final project

Through group work, students will develop a viable business plan from inception through to presentation worth a total of 35% of the final grade.

EVALUATION

In class and online participation	20 %
Pitch presentation	20 %
Written assignment	25 %
Final project	35 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Optional: Disciplined Entrepreneurship: 24 Steps to a Successful Startup – Bill Aulet

Please note that the course will be delivered through an assortment of synchronous and asynchronous and a reliable internet access is required.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE (location and topic are subject to change)

Week	Synchronous Activity Date	Topic	Location
Week 1	January 6	Introduction to small business and entrepreneurship	Online class (Zoom)
Week 2	January 13	The entrepreneurial mindset	Online class (Zoom)
Week 3	January 20	Creativity and business opportunities	F2F (I&E Downtown campus)
Week 4	January 27	Customer Discovery	F2F (I&E Downtown campus)
Week 5	February 3	Customer Discovery	Online class (Zoom)
Week 6	February 10	Business model and treaty obligations	Online class (Zoom)
Week 7	February 17	Marketing mix	F2F (I&E Downtown campus)
Week 8	March 3	Branding strategy	Online class (Zoom)
Week 9	March 10	Financial planning	Online class (Zoom)
Week 10	March 17	Legal concerns and understanding risk	F2F (I&E Downtown campus)
Week 11	March 24	Innovation and Minimum Viable Product (MVP)	F2F (I&E Downtown campus)
Week 12	March 31	Businesses for good: the entrepreneurship's role in economic and social development	F2F (I&E Downtown campus)
Week 13	Week 13, April 7	From planification to implementation	Online class (Zoom)
Week 14	TBD	TBD	TBD