Western University
Faculty of Health Sciences
School of Kinesiology

KIN 4422B – Entrepreneurship and Technology in Clinical Kinesiology
Winter 2022

Instructor: Dr. Marc Mitchell **Office:** Arts & Humanities Bldg Rm 3R12B **Email:** marc.mitchell@uwo.ca **Office Hrs:** During/after class, as needed. **TAs:** Jade Alexandra Bailey, jbaile46@uwo.ca Thwisha Rao, tsriniv@uwo.ca Yilliang (Josh) Wu, ywu2524@uwo.ca	**Lectures:** MWF 11:30am to 12:20pm. Attendance will be taken. **Instruction Mode**: Remote on Zoom (to start) & Synchronous **Location:** SSC 3024 (when returning to in-person)

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

Calendar Course Description (including prerequisites/anti-requisites):
Students will focus on the business, organizational, and technological aspects of Clinical 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.

Extra Information: 3 lecture hours.

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.

Learning Outcomes/Schedule:

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" 6th or 7th edition By Staff of Entrepreneur Media Inc.

"What if I miss class when we shift back to in-person instruction?"

If you have to miss a lecture because you fail the COVID-19 screening questionnaire this is how I expect you to catch up:

1) Watch last year's recorded lecture posted on OWL for all to see.

2) Ask a classmate for their notes (for you to cross-reference with the notes you took from watching last year's lecture).

3) Come to the next class you are able to, or the next office hour (in person or on Zoom), with questions for clarification.

Absences that follow from the daily campus COVID-19 screening questionnaire do not automatically give students permission to miss assessments. Missed assessments (e.g., presentations, essays, quizzes, tests, midterms, etc.) **require formal academic considerations** (typically self-reported absences and/or academic counselling).

Students who request academic considerations because they are unable to complete their academic responsibilities due to self-reported COVID symptoms should obtain COVID testing and be prepared to present this documentation if required.

Course Evaluation:

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 mid-term examination, without appropriate documentation will result in a zero (0) grade. Acceptable reasons might include hospital stays, serious illness, family emergencies (like serious accidents, illness or death) or similar circumstances.

Evaluation Details:

1. **Company Profile and Presentation**: DUE: Third week of term on your presentation day.

   Complete a written company profile (using the slide provided) of any existing health and wellness company where at least one College of Kinesiologists of Ontario (COKO) essential 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

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

2. **Newspaper Presentation**: DUE: Submit your video recording (use Zoom to record your 1-min oral presentation) in the fourth week of the term on Friday February 4th at 11:55pm. Your newspaper article (web link is fine) must be included as part of the assignment.

   Get your hands on a **major Canadian OR U.S. newspaper (e.g., Globe & Mail, Vancouver Sun, National Post, Toronto Star, New York Times, Washington Post, etc.)** issue from this or last week and read through 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) essential competency. In other words, it's all about **problem finding**. Be creative! Find your problem! This is a key step in business creation.

   Your presentation should flow in this way (see slide template for structure):

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 essential 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.

Peer Assessment (anonymous): Evaluate your peers' presentation out of 10 (you can only give 1 person a 10 out of 10). Base your assessment on the criteria posted. Of course, the instructor will investigate discrepancies to ensure fair grading.

3. **Interim Business Plan,** DUE: The written plan is due the Thursday Feb 10 at 11:55pm. The oral presentations will take place the following week (Monday-Friday at 11:30am).

   Written: The interim business plan should include the following sections (subsections are described (with examples) in the www.futurpreneur.ca business plan writer tool; use the Word template provided to complete the assignment):

   a) Company profile
   b) Market Research

   Oral (2:00 min presentation; penalty if over): Founders Pitch PLUS details from Interim Business Plan.

4. **Final Business Plan,** DUE: The written plan is due Friday, March 25 at 11:55pm. The oral presentations will take place starting Monday, March 28 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; continue to use the Word template provided):

   a) Company profile (updated)
   b) Market Research (updated)
   c) Sales & Marketing (only select sub-sections)
   d) Operations (only select sub-sections)
   e) Financials (basic financials; more details to follow)

   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:** Katherine Prior & Nicole Baranowski	*See OWL …*
2	Good idea!	**Guest:** Josh Reding on Ideation; Steven Mati	
3	Company Profiles Presentations	**Company profile and presentations (Mon. & Wed.)* **Guest:** Haley Bowler-Cooke	
4	Market Research: 'Pick your target' and 'Know your audience'	**Guest:** Craig Spear **Newspaper presentations (submit your recording for peer assessment by Friday)*	
5	Interim Business Plan Prep	**Interim business plan (written) due Thursday.* **Guest:** TBD on Pitching	
6	Student Pitch Presentations & Debrief	**Interim business plan (oral presentation) Mon., Wed., & Fri.*	
7	Marketing	**Guest:** Josh Reding on Branding & Marketing	
8	Sales	**Guest**: Matt O'Leary	
9	Operations & Logistics (registering etc.)	**Guest:** Erika Mitchell	
10	Financials	**Guest:** Paul Baverstock	
11-12	Student Pitch Presentations	**Final business plan and presentation*	

Course/University Policies

1. **Statement on Use of Personal Response Systems ("Clickers")**
If Personal Response Systems ("Clickers") are used in the course, a reference to the Guidelines for their use (Guidelines are shown below). Instructors are to communicate clearly to students information on how clickers are used including: how the student's privacy will be protected, how clickers may be used by the instructor for data gathering and for evaluating the students, and why they cannot be used by anyone but the student (since the students involved in misuse of a clicker may be charged with a scholastic offence).

2. **Academic 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: https://www.uwo.ca/univsec/pdf/academic_policies/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.

3. **Electronic Device Usage:**

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 of the following electronic devices during ANY of the tests, quizzes, midterms, examinations, or other in-class evaluations: cellphones, smart phones, smart watches, smart glasses, audio players or recorders of any sort, video cameras, video games, DVD players, televisions, laptop/notebook/netbook computers, flashlights or laser pointers.

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. Please be respectful to your fellow students and turn the sound off. If the professor receives complaints from other students regarding noise or other disruptive behavior (e.g. watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom privileges will be revoked. 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.**

4. **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.

5**. 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/*

6. **Documentation for Academic Accommodation (Illness, Medical/Non-Medical Absences)**:
http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:
(i) Submitting a Self-Reported Absence (see below for conditions)
(ii) For medical absences exceeding 48 hours, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner to their Academic Counselling in their Faculty of registration in order to be eligible for Academic Consideration; or
(iii) For non-medical absences exceeding 48 hours, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in their Faculty of registration in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.
Students seeking academic consideration **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

The following conditions are in place for self-reporting of medical or extenuating circumstances:
a. **a maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
b. any absences in excess of the number designated in clause a above will require students to present a Student Medical Certificate (SMC) or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities.
c. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
d. The duration of the excused absence will terminate prior to the end of the 48 hour period should the student undertake significant academic responsibilities (write a test, submit a paper) during that time;
e. The duration of an excused absence will terminate at 8:30 am on the day following the last day of classes each semester regardless of how many days of absence have elapsed;
f. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;
g. Self-reporting may not be used for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;

For medical and non-medical absences that are not eligible for self-reporting Kinesiology students must submit an Academic Consideration Request form found online https://www.uwo.ca/fhs/kin/undergrad/files/accommodation_request.pdf in addition to an SMC or appropriate documentation in the event of a non-medical absence. 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.

7. **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.

Generally, students can expect some form of feedback on their performance in a course before the drop date.

- November 12th, 2020 (for first term half-courses)
- November 30th, 2020 (for full-year courses)
- March 7th, 2021 (for second term half-or full year courses)

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

Rounding of Grades (for example, bumping a 79 to 80%):
This is a practice some students request. **This practice will not occur here.** The edges of this course are clear and sharp. The mark attained is the mark you achieved and the mark assigned; there is no rounding to the next grade level, or 'giving away' of marks. Please don't ask me to do this for you; the response will be "please review the course outline where this is presented".

8. **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. Please keep all electronic devices on silent and avoid distracting classmates.

9**. 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 https://www.uwo.ca/univsec/pdf/board/code.pdf