

Applied Science & Management
ECDV300
Creativity and Innovation in Small Business
3 Credits
Winter, 2021



COURSE OUTLINE

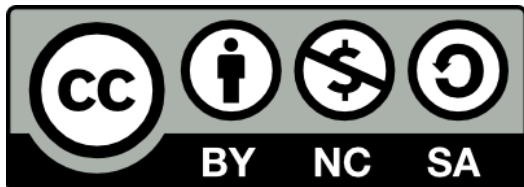
ECDV300
Creativity and Innovation in Small Business

3 CREDITS

PREPARED BY: Alexander Garcia Muradov, PhD
DATE: November 1, 2020

APPROVED BY: Ernie Prokopchuk, Interim Dean
DATE: November 11, 2020

APPROVED BY SENATE: Click or tap to enter a date
RENEWED BY SENATE: Click or tap to enter a date



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ECDV300

INSTRUCTOR: Dr. Garcia Muradov	OFFICE HOURS: By telephone appointment
OFFICE LOCATION: A2418	CLASSROOM: N/A (remote course)
EMAIL: agarcia@yukonu.ca	TIME: Tuesday 6:00pm to 9:00pm
TELEPHONE: 867 668 8785	DATES: Jan 5 – April 6, 2021

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.

PREREQUISITES

ACCT 222 Managerial Accounting, LEAD 292 People and Organizations, MKTG 231 Marketing Management; or permission of the School of Business & Leadership.

RELATED COURSE REQUIREMENTS

Access to a device with word processing and internet connectivity.

EQUIVALENCY OR TRANSFERABILITY

Course transferability is determined by the receiving institution.

LEARNING OUTCOMES

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

1. Compare and contrast purposes and processes of economic activity
2. Work collaboratively in teams

3. Identify, interpret, and uphold treaty obligations as they relate to business development
4. Assess market conditions
5. Evaluate business opportunities
6. Develop and communicate a viable business plan

COURSE FORMAT

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 activities (10%).

Assignments

Through individual and group work, students will develop a business plan from inception through to presentation worth a total of 40% of the final grade.

Students will also complete a self-reflection worth 15% of the final grade.

Tests

This course has a single test- an open-book, open-note final exam that will comprise 35% of the final grade, which will assess your understanding of concepts and theories, and your ability to synthesize and apply the course material to evaluate, develop, and assess business opportunities.

EVALUATION

Assignments	55%
Participation	10%
Final Exam	35%
Total	100%

REQUIRED TEXTBOOKS AND MATERIAL

Note: the course textbook is available in the library on reserve for your reference!
Knowles, Ron; and Castillo, Chris. 2017. *Small Business: An Entrepreneurs Plan* (7th Canadian Edition). Nelson Canada ISBN-13: 978-0-17-670347-9

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the University.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from any Yukon University program, you will be required to achieve core competency in

knowledge of Yukon First Nations. For details, please see www.yukonu.ca/yfnccr.

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. If a student requires an academic accommodation, they should contact the Learning Assistance Centre (LAC): lac@yukonu.ca.

TOPIC OUTLINE (subject to change)

Session/Date	Topic
Week 1 (Jan 5)	Introduction
Week 2 (Jan 12)	Purpose and Structure
Week 3 (Jan 19)	Operations and Marketing
Week 4 (Jan 26)	Financing and Returns
Week 5 (Feb 2)	Case Reports + Presentations
Week 6 (Feb 9)	Stakeholders and HR
Week 7 (Feb 16)	Strategy
Week 8 (Mar 2)	Business Plans
Week 9 (Mar 9)	Pro Forma Statements
Week 10 (Mar 16)	Financing Redux
Week 11 (Mar 23)	Leadership
Week 12 (Mar 30)	Presentations
Week 13 (April 6)	Final Exam

