

	School of Business & Leadership
	ECDV 300
	Creativity and Innovation in Small Business
	Term: Winter 2024 Number of Credits: 3
Course Outline	

INSTRUCTOR: Alexander Garcia Muradov, PhD

E-MAIL: agarcia@yukonu.ca

CLASS INFORMATION

Dates: Jan 4 – April 4

Location: Northlight Innovation (Downtown)

Time: Thursdays 6:30 – 7:50pm

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:

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

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.

EVALUATION

Participation and Engagement	20 %
Mid-Term Presentation	20 %
Written Report	25 %
Final Project	35 %
Total	100%

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 Report

This course has a mid-term written assignment worth a total of 25% of the final grade.

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.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

None; class materials may be posted online

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.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE¹

Week	Date	Topic
Week 1	January 4	Introduction to small business and entrepreneurship
Week 2	January 11	The entrepreneurial mindset
Week 3	January 18	Creativity and business opportunities
Week 4	January 25	Customer Discovery
Week 5	February 1	Customer Discovery
Week 6	February 8	Business model and treaty obligations
Week 7	February 15	Marketing mix
Week 8	February 29	Branding strategy
Week 9	March 7	Financial planning
Week 10	March 14	Legal concerns and understanding risk
Week 11	March 21	Innovation and Minimum Viable Product (MVP)
Week 12	March 28	Economic and social development
Week 13	April 4	From planification to implementation

¹ Subject to change
www.yukonu.ca