

School of Kinesiology
Faculty of Health Sciences
Western University

**KIN 4422A Entrepreneurship and Technology
Fall 2018**

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| Instructor: | Dr Marc Mitchell Assistant Professor | Office: | 2360 C Somerville House |
| Location: | TBD | Office Hour: | Wednesday 2:00pm-3:00pm |
| Lectures: | MoWeFr 12:30pm-1:20pm | Phone: | 519-661-2111 x 87936 |
| | | Email: | marc.mitchell@uwo.ca |

TAs: TBD

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

Calendar Course Description: Students will focus on the business, organizational, and technological aspects of Professional 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.

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

Tentative Weekly Schedule

| Week of | Topic | Notable Events |
|----------------|-------------------------------|-----------------------|
| September 5 | Introduction | |
| September 10 | Technology in Kinesiology | |
| September 17 | The business pl15.58 151.37 ; | |