

**Course:** DMED 540 — Entrepreneurship for Digital Media  
**Term:** Summer 2023 – Term 3 – (3 credits)  
**Instructor:** Angela Hamilton  
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### Course Description

This course will expose students to the fundamentals of innovation and entrepreneurship and give students the building blocks and tools they need to follow an entrepreneurial career path, whether they intend to start a new business or want to bring an entrepreneurial mindset to their work within an organization. Students will learn to evaluate and identify viable entrepreneurial opportunities and develop business management strategies. The course will cover key business concepts including Leadership, Marketing, Finance, Organizational Growth, and Economics.

It is a standalone course that provides useful concepts for students with varying interests: entrepreneur, intrapreneur and entrepreneurial finance/investing. There will be coverage of the main elements of starting a venture, from idea generation to customer discovery and business model design, through prototyping and research, funding, company building and commercialization. This course will also touch on what investors look for in investable startups, with a particular focus on digital products and services.

Although the focus of this course will be on innovation and technology start-up ventures, the principles apply broadly to the main career opportunities arising from this track:

- Starting a venture
- Joining an early-stage start-up and helping it grow from two employee types to a multi-functional, scalable organization with specialist roles and varied teams
- Performing intrapreneurship or corporate innovation; leading disruptive initiatives in established organizations
- Working in startup financing – angel & venture capital

NOTE: This course does not cover small businesses, franchising, or consulting.

The course will also prepare students to present work as members and leaders of small teams, providing them tools to quickly form, plan and distribute work, track and manage progress, and to analyze, understand, and respond to typical problems encountered in projects.

### Course Format

This course involves significant in-class discussion and group work. It is expected that students come fully prepared, either via the readings or assignments, set out in this outline and detailed on Canvas. There will be short lectures, broken down by topics followed by group discussion & work. The class will use case studies and in-class exercises. There will be some individual writing and a final presentation scheduled for this class.

### Course Objectives

This course is designed to provide an introduction to the theory and practice of entrepreneurship and innovation. Through cases, a simulation, in-class activities, speakers, solo and teamwork, students will

develop a structured approach to innovation and entrepreneurship. Upon completion of this course, students will be able to:

- Manage decision-making with incomplete and ambiguous information
- Develop hypotheses regarding customer problems and design tests to inform decision-making and specify design criteria
- Approach early-stage financing of pre-revenue ventures & evaluate investable startup opportunities
- Connect and apply entrepreneurial thinking in corporate innovation roles, as well in start-ups
- Link course learning to personal career planning

### Course Schedule

The following schedule outlines the majority of the topics covered during the course. *Based on the interaction with students as well as the topics covered by parallel courses, some topics may be added or modified during the semester at the discretion of the instructor.*

Class	Topic
Session 1 <b>Tue, May 9</b>	Topic: LEADERSHIP Activities: Intro, team building, Clifton Strengthsfinder <b>Core Question: What kind of leader are you?</b>
Session 2 <b>Tue, May 16</b>	Topic: ENTREPRENEURSHIP <b>Core Question: What problem are you trying to solve?</b>
Session 3 <b>Tue, May 23</b>	Topic: FINANCE <b>Core Question: How do you achieve a healthy ROI?</b>
Session 4 <b>Tue, May 30</b>	Topic: ECONOMICS I <b>Core Question: How do you price effectively for your customer?</b>
Session 5 <b>Wed, May 31</b>	Topic: ECONOMICS II <b>Core Question: How do you beat the competition?</b>
Session 6 <b>Tue, Jun 6</b>	Topic: ENTREPRENEURSHIP II <b>Core Question: How do you fund your runway?</b>
Session 7 <b>Tue, Jun 13</b>	Topic: ETHICS <b>Core Question: How do you make ethical decisions?</b>
Session 8 <b>Wed, Jun 14</b>	Topic: CROSS-CULTURAL MANAGEMENT <b>Core Question: How do you round out your team?</b> ** Leadership Essay Due



Session 9 Tue, Jun 20	Topic: MARKETING I <b>Core Question: How do you reach your ideal customer?</b>
Session 10 Tue, Jun 27	Topic: MARKETING II <b>Core Question: How do you differentiate?</b>
Session 11 Tue, Jul 11	Topic: BUSINESS STRUCTURE <b>Core Question: What does your business look like?</b>
Session 12 Wed, Jul 12	Topic: OPERATIONS <b>Core Question: How do you recruit and inspire to build?</b>
Session 13 Tue, Jun 18	Topic: ENTREPRENEURSHIP III <b>Core Question: What will you do next?</b>

### Evaluation

Individual Case Memos (15% each)	30%
Leadership Essay	20%
Class participation	5%
Business model canvas	10%
Final pitch	35%

*Note on assessment:*

*Assignments, due dates and weighting are subject to change before the start of the semester*

Assignment	Due Date	Weight	Details
<i>Case Study #1</i>	<i>Session 4</i>	<i>15%</i>	<i>Cases from real life entrepreneurs are used in class for discussion and debriefs. Students are to submit short two-page memos before each class. Memos are to highlight i) major problems in the case, ii) three potential solutions to the case and iii) recommended solution with methods to implement.</i>
<i>Case Study #2</i>	<i>Session 10</i>	<i>15%</i>	<i>As above</i>
<i>Leadership Essay</i>	<i>Session 2</i>	<i>20%</i>	<i>Well-written, thorough, forward-looking, context-driven</i>
<i>Final Pitch</i>	<i>Session 13</i>	<i>35%</i>	<i>Scope of deck: Problem, solution, differentiator, competitive analysis, go-to-market strategy, customer persona, funding strategy, ask and next steps</i>



<i>Business model canvas</i>	<i>Session 11</i>	<i>10%</i>	<i>Approach should be iterative and incorporate learnings week over week</i>
<i>Class Participation</i>	<i>Session 13</i>	<i>5%</i>	<i>Contribution to class discussion, participation in class and group activities</i>

### **Learning Materials**

Each week students will be assigned required readings which will be posted on Canvas. Required readings include written materials, videos, and games that will be discussed during the following class. Students are expected to have read all the materials before class. There are also additional suggested readings for that supplement the course notes for students interested in delving further into game design.

### **Attendance**

Attendance and punctuality is mandatory. Repeated offences will not be tolerated and WILL affect your grade. You are responsible for making up for materials, in-class activities, and assignments missed. Students who are unavoidably absent due to illness or disability should notify their instructors of their situation.

Note that late assignments/projects will not be accepted without prior arrangement or medical documentation.

### **Written & Spoken English Requirement**

As with all MDM courses, this course has a high expectation with respect to communication. You will be expected to write, speak and otherwise express yourself to a high standard in English. Written and spoken work may receive a lower mark if it is, in the opinion of the instructor, deficient in English. It is the student's responsibility to seek extra help if they are not able to perform to expectations. Please talk to your professors or to your advisors if you would like recommendations on getting extra help.

### **Religious Accommodation**

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds.

### **Academic Integrity**

MDM considers plagiarism to be the most serious academic offense that a student can commit. Regardless of whether or not it was committed intentionally, plagiarism has serious academic consequences and can result in expulsion from the university. Plagiarism involves the improper use of somebody else's words or ideas in one's own work.

It is the student's responsibility to ensure you fully understand what plagiarism is. Please see the SFU website for an explanation of the various types of plagiarism and to take the plagiarism tutorial:

<http://www.lib.sfu.ca/help/writing/plagiarism>



## Grading Profile

A+	95-100
A	90-94
A-	85-89
B+	80-84
B	75-79
B-	70-74
C+	65-69
C	60-64
F	0 - 59

## Laptops & Cell Phones

The use of laptops and cell phones during class is at the discretion of the instructor. Devices such as laptops, tablets, and cell phones are not permitted to be used in this class unless directed by the instructor for in-class activities. Students who do not follow the policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

## Policies

The student and academic policies of the Masters of Digital Media Program and of Simon Fraser University apply within this course.

Relevant SFU policies can be found at:

- Graduate General Regulations  
[http://students.sfu.ca/calendar/for\\_students/grad\\_regulation.html](http://students.sfu.ca/calendar/for_students/grad_regulation.html)
- Academic Honesty and Student Conduct Policies  
<http://www.sfu.ca/policies/Students/index.html>
- Teaching and Instruction Policies  
<http://www.sfu.ca/policies/teaching/index.htm>
- University Policies (complete site)  
<http://www.sfu.ca/policies>

