CDM|

Course:	DMED 540: Entrepreneurship for Digital Media (3 credits)
Term:	Summer 2025
Instructor:	Sabrina Clamagirand
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Acknowledgement of Coast Salish Peoples and Land
We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh Úxwumixw (Squamish), səlilwətaɬ (Tsleil-Waututh) peoples on whose unceded traditional territories our campus resides.

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 up their leadership skills and 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 and Organizational Growth.

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.

Format of the Course

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 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 Schedule
The course will run on Wednesdays, 4pm – 7pm, May 14 – August 6, 2025.
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	Outcome
Week 1 (Wednesday, May 14)	Introduction to Innovation & Entrepreneurship	Entrepreneurial vs. intrapreneurial mindsets Overview of innovation and entrepreneurship Case study discussion on successful entrepreneurs
Week 2 (Wednesday, May 21)	Opportunity Recognition & Idea Generation	Techniques for generating innovative business ideas Identifying viable entrepreneurial opportunities Brainstorming session: New venture ideas
Week 3 (Wednesday, May 28)	Customer Discovery & Validation	Understanding customer needs Validating business ideas through early feedback Develop customer personas
Week 4 (Wednesday, June 4)	Business Model Design	Key elements of a business model The Business Model Canvas Types of Business entities
Week 5 (Wednesday, June 11)	Leadership in Entrepreneurship	Leadership styles and traits Building a values-driven company culture Ethical decision-making
Week 6 (Wednesday, June 18)	Marketing for Startups	Building a brand from scratch Understanding advertising laws Group critique of real-world startup marketing campaigns
Week 7 (Wednesday, June 25)	Financial Basics for Startups	Fundamentals of startup finance Sources of funding Analyze a startup's financials
Week 8 (Wednesday, July 2)	Startup Funding & Investor Perspectives	Understanding what investors look for Venture capital vs. angel investors Pitching to investors and fundraising strategies
Week 9 (Wednesday, July 9)	Prototyping & Product Development	Importance of rapid prototyping Agile development methodologies MVP (Minimum Viable Product) and product-market fit
Week 10 (Wednesday, July 16)	Commercialization & Go-to-Market Strategy	Launching a product Commercialization strategies for tech products Distribution channels and partnerships
Week 11 (Wednesday, July 23)	Organizational Growth & Scaling	Scaling a startup: From early stage to growth stage Building teams for scale Case study: Scaling challenges in startups
Week 12 (Wednesday, July 30)	Final Presentation Preparation	Refining pitches and business models Presentation skills Practice runs
Week 13 (Wednesday, August 6)	Final Presentations & Course Wrap-up	Presentations & course wrap up

Course Assignments
Note: Assignments, due dates, and weighting are subject to change before the start of the semester

Assignment	Due Date	Weight	Details
Leadership Essay	*Week 3*	*15%*	*Well-written, thorough, forward-looking, context-driven*
Case Study	*Week 7*	*15%*	*Case from real life entrepreneurs*
Business Plan	*Week 11*	*20%*	*The business plan will be ideally tailored to your specific business idea, and will incorporate strategic, financial, market and organizational elements*
Final Pitch	*Week 13*	*30%*	*Scope of deck: Problem, solution, differentiator, competitive analysis, go-to-market strategy, customer persona, funding strategy, ask and next steps*
Class Participation	*Week 1 - 13*	*20%*	*Contribution to class discussion, participation in class and group activities*

Required Readings
Each week students will be assigned required readings which will be posted on Canvas. Required readings include written materials and videos that will be discussed during the following class. Students are expected to have read all the materials before class.

Attendance and Participation
Regular attendance is expected of students in all their classes (including participation, group work, tutorials, seminars, online etc.). Students who are unavoidably absent due to illness or disability should notify their instructors of their situation.

- Students are expected to attend every class on the schedule (based on their assigned group) and be fully present. While sickness is sometimes inevitable, understand that due to the experiential nature of the material, classes cannot be made up.
- Lateness also informs grading. Classes start punctually every week according to the schedule. Instructions will not be repeated, nor will it be tolerated if a latecomer bothers another student for instructions. If arriving later than half an hour into a class, a student may be marked as absent.
- Due dates: Assignments granted an extension beyond the due date will have no extended comments; assignments handed in late without prior permission will be returned with a grade only, no comments, and 2% per day late, including weekends (i.e., 4% for Saturday and Sunday), deducted from the grade assigned to your paper. Assignments submitted after the assignment has been returned to the rest of the class will not normally be accepted.

https://www.sfu.ca/students/enrolment-services/policies-and-procedures/academic-concessions.html

Grading Profile

A+	95-100	Exemplary expectations
A	90-94	Exceeding expectations
A-	85-89	Meet expectations
B+	80-84	Approaching expectations
B	75-79	
B-	70-74	Below expectations
C	60-69	Far below expectations
F	0 – 59	Fail (Students must retake the course).

A student in a master's or doctoral program must maintain a CGPA of 3.0. Under no circumstances will a student whose CGPA is below 3.0, be awarded a graduate degree.
https://www.sfu.ca/students/advising-resources/calculators/gpa-calculator.html

Laptops & Cell Phones
The use of laptops and cell phones during class is at the discretion of the instructor. *Please respect your classmates and instructors and refrain from text messages, social media, games and videos during class and workshop times.* Please note you should always bring pen and paper to class.

Written & Spoken English
English is the official language of the school and all communication (written and spoken) is expected to be conducted in English. SFU and the MDM Program provide a wide range of free language support for those who need and it's up to each learner to seek that support.

Accommodations
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. The Centre for Accessible Learning (CAL) will make every effort to assist students with disabilities so that they achieve their educational goals. https://www.sfu.ca/students/accessible-learning/establishing-accommodations/accommodation.html

Academic Integrity: Your Work, Your Success
SFU's Academic Integrity website http://www.sfu.ca/students/academicintegrity.html is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating.
Each student is responsible for their conduct as it affects the university community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the university. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the university. http://www.sfu.ca/policies/gazette/student/s10-01.html

Inappropriate use of technology in coursework
If you are using any technology, including generative AI, to produce or edit content that will be part of your graded work in the course, you must be transparent about the tools that you use. Undeclared use

of the tool/technology will be considered a violation of the academic integrity policy. Be aware that any tool used will require you to evaluate the output for accuracies and be responsible for making the appropriate corrections.

Graduate Studies Notes
Important dates and deadlines for graduate students are found here: http://www.sfu.ca/dean-gradstudies/current/important_dates/guidelines.html.