Course Outline

Our Vision: Rooted in our communities, we will be a globally recognized college delivering innovative learning opportunities and preparing career-ready graduates to be leaders in their fields.

Mission: We are dedicated to student success, academic excellence, and leadership in our communities.

Land Acknowledgement: St. Lawrence College is situated on the traditional lands of the Haudenosaunee and Anishinaabe People.

Course Information

Course Name: Entrepreneurial Thinking in a Global Context

Course Code: GENE 7000
Program(s):

Credit Weight: 3

Total Course Hours: 42

Hours by Instructional Environment: Class: 42   Lab: Field: Other:

Pre-requisite(s): None

Co-Requisite(s): None

Course Equivalencies:

PLAR:

Experiential Learning:

Sustainability Development:

Campus Dean/Associate Dean Signature of Approval: *Jennifer Haley*

Effective Date: 8/18/2022

Course Description

What is it that enables some people to identify opportunities and tackle complex issues with innovative approaches? In a commercial setting, these people are called entrepreneurs, but the Entrepreneurial Mindset isn't something limited to just the business world; it can be applied to any field, ranging from health care to social services, trades, technology, arts, and humanities. Entrepreneurial Thinking can also be used to tackle issues in your personal life (some call this Intrapreneurial Thinking). This course will help you discover the principles of Entrepreneurial (and Intrapreneurial) Thinking and to engage in Design Thinking processes. Working in diverse teams, you will study innovation in a global context. Explore areas of interest by applying these attitudes and values to your professional field. This course includes an experiential learning opportunity to gain global experiences at an overseas partner institution.

Course Learning Outcomes

At the conclusion of this course, you will be able to:

Ontario Qualifications Framework Category	Course Learning Outcomes
Depth and Breadth of Knowledge	Describe how the key characteristics and mindsets of an entrepreneur and intrapreneur can be applicable in the globalized workplace in any field and in our society at large.
Knowledge of Methodologies	Assess the viability of new venture opportunity in the marketplace/community.
Application of Knowledge	Apply the steps of the Design Thinking approach (empathize, define, ideate, prototype, test) to problem solving and decision making.
Communication Skills	Engage in cross-cultural communication and multicultural teamwork relevant to the application of entrepreneurial thinking and to support the development of intercultural competence
Awareness of the Limits of Knowledge	Compare the practices and applications of entrepreneurial thinking within different social structures and cultures, in different countries or regions.
Professional Capacity/Autonomy	Create a plan to implement an innovative solution to an identified entrepreneurial challenge, either for a business or community.

Relationship to Vocational /Program Specific Learning Outcomes

It is expected that all of the approved provincial outcomes (or those approved in the program proposal) will be achieved during your program. This course contributes to your learning by supporting you in achieving the following identified vocational/program learning outcomes:

Essential Employability Skills

It is expected that all 11 of the Essential Employability Skills will be acquired during certificate, diploma, and advanced diploma programs. This course contributes to your learning by providing assessed feedback on the following essential employability skills.

Type/Category	#	EES Description	Assessed
Communication	1	Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.	X
	2	Respond to written, spoken, or visual messages in a manner that ensures effective communication.	X
Numeracy	3	Execute mathematical operations accurately.	
Critical Thinking and Problem Solving	4	Apply a systematic approach to solve problems.	X
	5	Use a variety of thinking skills to anticipate and solve problems.	X
Information Management	6	Locate, select, organize, and document information using appropriate technology and information systems.	X
	7	Analyze, evaluate, and apply relevant information from a variety of sources.	X
Interpersonal	8	Show respect for the diverse opinions, values, belief systems, and contributions to others.	X
	9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	X
Personal	10	Manage the use of time and other resources to complete projects.	X

Type/Category	#	EES Description	Assessed
	11	Take responsibility for one's own actions, decisions, and consequences.	X

Course Learning Modules

The course will feature the following modules:

Module Title	Topics	CLO*	Learning Experiences	Resources
The Role of Entrepreneurship and Entrepreneurial Thinking in a Global Economy	The concept of global/intercultural competence. The nature of entrepreneurship and intrapreneurship and their roles within the globalized society	1,5	Instructor-led presentation and group discussion	
Entrepreneurial and Intrapreneurial Opportunity Assessment	Assessing and evaluating an opportunity through feasibility studies, market research, and competitive analysis. Introduction and application of common opportunity assessment frameworks	2,5	Instructor-led presentation, group discussion, case analysis	
Design Thinking & Building Empathy	Introduction to the Design Thinking process and application of the Five Steps in problem solving for new opportunities. Target audience/key stakeholder analysis and development of personas	2,3,5	Instructor-led presentation, group discussion, hackathon workshop "On location" workshop	
Intercultural Communication	Understanding multicultural teams and the nature of intercultural communication in group decision making. The roles of verbal and non-verbal communication modes in intercultural settings	4,6	"On location" workshop	
Planning and Pitching a Venture	Understand different models of venture planning. Apply a business plan model to a new venture or business opportunity. Strategies and tactics for pitching new venture opportunity and gaining buy-in from key stakeholders	1,2,3,4,5,6	Instructor-led presentation, role play, learner pitches	

CLO: Course Learning Outcome

Assessment Plan

Students will demonstrate learning in the following ways:

*CLO: Course Learning Outcome; **VLO/PLO: Vocational Learning Outcome / Program Learning Outcome – refer to previous sections for more details.*

Assessment Type	CLO*	VLO/PLO**	Description (e.g. Frequency, format)	Weight
Written Analysis: Country Profile *(Individual)*	1,2,3,5	1,2,7,10,11	Create a profile for a country, as the basis for the establishment of a venture. Apply a framework and analyze information regarding major industries, economic, political, cultural, religious, sociocultural, history, and geographic factors that would impact entrepreneurial decision making.	20%
Personal Assessment and Reflection: Intercultural Communication and Competencies *(Individual)*	4,6	1,2,5,8,9,11	Complete a personal Intercultural Development Inventory (IDI) assessment and debrief. Reflect on results with classmates. Record a personal reflection outlining your results and their impact on your worldview.	25%
Team Research and Pitch: Hackathon *(Team)*	1,2,3,4,5	1,2,3,4,5, 6,7,8,9,10,11	Teams present a new venture/new innovation scenario. Teams must apply the Design Thinking process to define the problem and build strategies to solve it factoring in various global, social, and cultural considerations and perspectives.	30%
Personal Reflection and Goal Setting: Entrepreneurial Thinking *(Individual)*	1,2,5	1,8,10,11	Reflect and log notes as the learner walks through a process of goal setting and personal reflection to understand their role in the world as a global citizen.	25%
Total				**100%**

College Policies and Procedures

It is important for students to familiarize themselves with the [Academic Policy Manual](#)[1]. This manual contains information on College Policies and Procedures relating to the following:

- • Rights and Responsibilities of Students
- • Student Academic Appeal Procedure
- • Grading/Assessment Description
- • Continuance Policy
- • Program Specific Continuance and Readmission Policy
- • Prior Learning and Assessment Recognition (PLAR)
- • Attendance and Participation
- • Acceptable Use Policy for Computing

Academic Accommodations

St. Lawrence College is committed to creating a welcoming, barrier-free, inclusive learning environment, promoting integration and full participation. This commitment to Universal Design for Learning applies to all instructional settings (e.g., classroom, laboratory, online, placement, etc.), as well as to attitudinal beliefs. It is the policy of SLC to accommodate students with disabilities, ensuring equitable access to and benefits from educational opportunities, in accordance with the Ontario Human Rights Code.

The accommodation process is a shared responsibility. Students with disabilities seeking accommodations are asked to self-identify with [Student Wellness & Accessibility](#)[2] as early as possible to ensure timely development and implementation of appropriate accommodations.

Under provincial legislation, students are not required to provide diagnosis information, but rather, may be asked to provide information from a regulated health professional regarding functional limitations and accommodation needs, in order to provide appropriate supports. Once accommodation needs are determined, a member of the Student Wellness & Accessibility team will distribute an Accommodation Letter on your behalf electronically to all Professors identified within your academic schedule.

Amended: April 2020

Use of Electronic Devices
The use of electronic devices used for communications and data storage during classes is at the discretion of the course professor. The professor identifies his/her policy on this under the Special Notes about this course section.

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[1] https://www.stlawrencecollege.ca/about/college-reports-and-policies/academic-policies/
[2] https://www.stlawrencecollege.ca/campuses-and-services/services-and-facilities/student-wellness-and-accessibility/

St. Lawrence College is committed to making our resources fully accessible to all persons.
This information will be made available in alternative format upon request.

Email Account

All full-time students are provided with a St. Lawrence College email account. This is the only account that will be used by the college or your professors to communicate course or program information or college events. It is the responsibility of each learner to become familiar with and use the college email system.

Grading System

The grading scheme is applicable to all graded courses at St. Lawrence College. All final grade submissions will be numeric representing a percentage score between 0 and 100 and will be converted to letter grades automatically by the student records system, as noted in the [Academic Policy Manual](https://www.stlawrencecollege.ca/about/college-reports-and-policies/academic-policies/)[3].

Maintaining Records

Learners are responsible for retaining the course outline and the current Academic Policy Manual for their records. It may be required for future use of applications for transfer credit to other programs or educational institutions.

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[3] https://www.stlawrencecollege.ca/about/college-reports-and-policies/academic-policies/