



COURSE OUTLINE: MAP101 - INFO TECH ENT

Prepared: Dr. Michael Biocchi

Approved: Corey Meunier, Chair, Technology and Skilled Trades

Course Code: Title	MAP101: INFORMATION TECHNOLOGY ENTREPRENEURSHIP
Program Number: Name	2191: MOBILE APPS DESIGN
Department:	COMPUTER STUDIES
Semesters/Terms:	21F
Course Description:	In this course, students will examine entrepreneurship as a fundamental skill for Information Technology (IT). Students will explore how to investigate and develop the main ingredients of a successful business plan. The focus of this course will be to develop business skills and foster innovative attitudes essential for those who want to be: a founder of technology start-up, a product manager working in a technology start, or an agent of change in an existing corporation.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2191 - MOBILE APPS DESIGN
	VLO 2 Propose deliverable proprietary mobile solutions to prospective clients using business, marketing and sales strategies.
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 10 Use project management principles and industry protocols to manage a collaborative mobile application development and to ensure quality assurance.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
Course Evaluation:	Passing Grade: 50%, D
	A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Other Course Evaluation & Assessment Requirements:	The student must pass both the lab and test portions of the course.
	Attendance: Sault College is committed to student success. There is a direct correlation between academic

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performance and class attendance, therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

Absences due to medical or other unavoidable circumstances should be discussed with the instructor. Students are required to be in class on time and attendance will be taken within the first five minutes of class.

Absentee reports will be discussed with each student during regular meetings with Faculty Advisors.

Grade

Definition Grade Point Equivalent

A+ 90 - 100% 4.00

A 80 - 89%

B 70 - 79% 3.00

C 60 - 69% 2.00

D 50 - 59% 1.00

F (Fail) 49% and below 0.00

CR (Credit) Credit for diploma requirements has been awarded.

S Satisfactory achievement in field /clinical placement or non-graded subject area.

U Unsatisfactory achievement in field/clinical placement or non-graded subject area.

X A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.

NR Grade not reported to Registrar's office.

W Student has withdrawn from the course without academic penalty

Books and Required Resources:

Entrepreneurship and Innovation Toolkit by Lee Swanson
 Publisher: OPENPRESS.USASK.CA

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Discuss the role of an entrepreneur, and how they bring about change.	1.1 Define your own strengths and weakness. 1.2 Outline common characteristics of an entrepreneur. 1.3 The creation and of an opportunity and how it can be harnessed. 1.4 Understanding the scope of entrepreneurship and its relationships. 1.5 Identify conditions that give rise to an opportunity.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Explain how strategies are driven by vision	2.1 How strategies are created and the components that need to be considered. 2.2 The different ways you can innovate in different environments. 2.3 Defining a vision that creates your strategies. 2.4 Identify goals and how to set them. 2.5 How to assess risk and return. 2.6 Create a SWOT analysis.
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Formulating your ideas and creating its own	3.1 Define a story and creating a plan. 3.2 What defines distinctiveness and researching the

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	uniqueness, and then marketing it	difference. 3.3 Distinguish ethics both moral and legal. 3.4 Defining several marketing strategies. 3.5 Explain various business organization.
	Course Outcome 4	Learning Objectives for Course Outcome 4
	4. Demonstrate the components of a presentation and negotiation	4.2 Define the components of a presentation. 4.2 Discuss parts of a negotiation including the five best practices. 4.3 Use knowledge to create an effective business presentation or negotiation.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	30%
Project	10%
Quizzes	10%
Tests	50%

Date: July 30, 2021

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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