
Course Description

This is a follow-up course to Incubator 1 (410-E56). The emphasis of this course is complementing the concepts learned in the Business Plan Laboratory (410-E55) by engaging in a dynamic environment that guides aspiring entrepreneurs through a comprehensive process of refining business ideas while integrating innovation and technology. Focused on fostering creativity, design thinking, and innovative strategies for product, service, and process development, the course provides a holistic approach to entrepreneurial success. Through collaborative group presentations, students refine their business plans collectively, ensuring a rich exchange of ideas. The personal project phase empowers students to delve into current trends such as Artificial Intelligence (AI), Internet of Things (IoT), AR/VR, Blockchain, Business Agility Practices and Frameworks such as Agile Marketing, and SCRUM, enabling them to apply theoretical knowledge to real-world scenarios and recognize market opportunities.

Course Material

Open Educational Resources

Textbook

- Shields, Kerri. *Leading Innovation*, 2nd edition. Pressbooks (2024).

Pressbooks is an online book-publishing platform that makes some educational resources free.

See the following URL to adopt the text (<https://ecampusontario.pressbooks.pub/leadinginnovation2>)

Course Schedule

This 45-hour intensive course, it is delivered in 10 weeks (4.5 hours/week) instead of 15 weeks, to allow students to participate in an externship full-time, course Incubator 3, in the remaining five weeks of the sixth semester.

Each week is typically scheduled as follows:

Day 1 Monday: Theory & Entrepreneurship Coaching

Day 2 Wednesday: Individual and Group Work Session

Day 3 Thursday: Group Presentation or Tests

Schedule is subject to change, please verify latest information in Omnivox

Week	Date	Content	Assessment	Weight
Week 1	Day 1 – Jan 20	Course Overview (IN-CLASS)		
	Day 2 – Jan 21	Student Preparation Q&A Lab (RESEARCH TIME)		
	Day 3 – Jan 23	Learning Activity (Reflection on Tech) Due by End of Class	1 Page Report	2.5%
Week 2	Day 1 – Jan 27	Chapter 1, 2 Creative Thinking + AI Fundamentals (IN-CLASS)	Coaching Report	2%
	Day 2 – Jan 28	Student Preparation Q&A Lab (RESEARCH TIME)		
	Day 3 – Jan 30	Learning Activity (Reflection on AI) Due by End of Class	1 Page Report	2.5%
Week 3	Day 1 – Feb 3	Chapter 7 Design Thinking + AI for Business (IN-CLASS)	Coaching Report	2%
	Day 2 – Feb 4	Student Preparation (INSTRUCTOR IN-CLASS IF NEEDED)		
	Day 3 – Feb 6	Group Presentation Teams #1,2,3 (IN-CLASS)	Presentation & Feedback	2.5 – 12.5%
Week 4	Day 1 – Feb 10	Test #1 Review (IN-CLASS)	Prep	
	Day 2 – Feb 11	Student Preparation (RESEARCH TIME)	Prep	
	Day 3 – Feb 13	Test #1 Chapters 1,2,7 (IN-CLASS)	Test	10%
Week 5	Day 1 – Feb 17	Chapter 3 Service Innovation + AI & Blockchain (IN-CLASS)	Coaching Report	2%
	Day 2 – Feb 18	Student Preparation (RESEARCH TIME)		
	Day 3 – Feb 20	Group Presentation Teams #4,5,6,7 (IN-CLASS)	Presentation & Feedback	2.5 – 12.5%
Week 6	Day 1 – Feb 24	Chapter 8 Product Innovation + AR/VR & IoT (IN-CLASS)	Coaching Report	2%
	Day 2 – Feb 25	Student Preparation (RESEARCH TIME)		
	Day 3 – Feb 27	Group Presentation Teams #1,2,3 (IN-CLASS)	Presentation & Feedback	2.5 – 12.5%
Week 7	Day 1 – Mar 3	READING WEEK		
	Day 2 – Mar 4	READING WEEK		
	Day 3 – Mar 6	READING WEEK		
Week 8	Day 1 – Mar 10	Chapter 4 Process Innovation + Agile & Scrum (IN-CLASS)	Coaching Report	2%
	Day 2 – Mar 11	Student Preparation (RESEARCH TIME)		
	Day 3 – Mar 13	Group Presentation Teams #4,5,6,7 (IN-CLASS)	Presentation & Feedback	2.5 – 12.5%
Week 9	Day 1 – Mar 17	Test #2 Review (IN-CLASS)	Prep	
	Day 2 – Mar 18	Student Preparation (RESEARCH TIME)	Prep	
	Day 3 – Mar 20	Test#2 Chapters 1,2,7,3,4,8 (20%) (IN-CLASS)	Test	20%
Monday March 24th is the Last Day to Submit your Presentation Document PPT/PDF Only for 15%				
Week 10	Day 1 – Mar 24	Final Individual Presentations (IN-CLASS)	Presentations	15%
	Day 2 – Mar 25	Final Individual Presentations (IN-CLASS)		
	Day 3 – Mar 27	Final Individual Presentations (IN-CLASS)		
Week 11 Monday March 31st is the Last Day to Submit your Written Report + Weekly Discussion for 10%				