

Program Outline

Applied Diploma in Innovation and Entrepreneurship

Brief Program Description	<p>Taught by teachers and mentors with real world entrepreneurial experience, students will learn the essential skills to Launch, Market, Execute and Run a new business venture. This program was designed by Entrepreneurs for Entrepreneurs - providing skills and knowledge to launch a startup or small business that goes beyond the textbook and conventional business programs.</p>
Career Occupation (if applicable)	<p>Advertising, marketing and public relations managers; Human resources managers; Other administrative services managers; Administrative officers, Business development officers and marketing researchers and consultants</p>
Admission Requirements	<p>Age: Minimum 19 Education: min one academic year post-secondary studies OR 24 months of work experience in any field English level: International students must demonstrate level 5 English with Tamwood Careers' online test and interview. The online test and interview are exempt if CEFR B2, IELTS 5.5, TOEFL iBT 46-59, Cambridge FCE (C) or Tamwood Language Centre's level 5 is presented.</p>
Learning Objectives	<p>In this program, students will learn how to develop and create a business idea that will iterate and evolve. Each module takes the foundations learned in Innovation & Business Ideation and puts a real-life operations, sales & marketing, financial management and communications lens on the business idea.</p> <p>Upon completion of the 6 courses in this program, the successful student will have reliably demonstrated the ability to:</p> <ul style="list-style-type: none">• Develop a business idea that is aligned with the student's passion and personal values through human-centered design thinking process to identify and refine ideas.• Create a prototype to validate a business idea for feasibility and market demand.• Create customer user profiles to develop a marketing plan and employ the Attract, Convert, Engage and Monetize framework to their marketing plan• Develop a sales process and identify how to monitor and derive what metrics are meaningful to understanding how to grow the business's customer base.• Identify the importance of brand voice and the importance of a marketing strategy that includes both earned and paid media,

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partnerships, business development and face to face engagement.

- Identifying the opportunities and challenges that are presented when looking a business model through a global perspective.
- Employ human resources tools for hiring, firing and most importantly retaining employees.
- Ability to recognize when it's time to add resources and equally when it's time to decrease resources.
- Understanding the concept of capital resources and how access to capital resources affects a company's ability to achieve its goals.
- Understand tools and methods by which to effectively manage teams and projects in a leadership capacity.
- Develop an 18 month-cashflow budget that shows where sales come from and what marketing channels are being used and whether or not there are enough funds to pay for execution of the plan and identify various types of funding options.
- Communicate with their accounting team and learn the basics to understand the elements of financial statements and what parts are important to different stakeholders.
- Communicate effectively in challenging communication situations in all aspects of the business process
- Effectively communicate through empathy, leadership and regular stakeholder engagement.
- Confidently and effectively communicate with business stakeholders, such as investors, employees, and potential customers.

Method(s) of Evaluation

Students will be evaluated in-class, based on the methods listed in the course outlines (quizzes, assignments, group projects, lab work, etc)

Completion Requirements

Students must achieve an average of 70% on the final course grades for the six (6) program courses. Students must also meet Tamwood College's course attendance requirements of 80%.

Program Duration

40 weeks of study and 16 weeks of term breaks

- Innovation & Business Ideation - 4 weeks
- Marketing for Startups & Product Launches - 8 weeks
- Global Business Strategies - 8 weeks
- Execution & Management - 8 weeks

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- Financial Management - 8 weeks
- Business Communication for Startups - 4 weeks

Homework Hours	Students will be assigned approximately 6-10 hours of homework per week.
Delivery Method(s)	In-class instruction
Required course materials	<p>Knapp, J. (2016) Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days. Simon & Schuster</p> <p>Reis, Eric (2011) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</p> <p>Alexander Osterwalder, Yves Pigneur (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Paperback</p> <p>Alexander Osterwalder & Yves Pigneur. (2014) Value Proposition Design: How to Create Products and Services Customers Want</p> <p>Harnish, Verne. (2014) Scaling Up: How a few Companies Make it...and Why the Rest Don't (Rockefeller Habits 2.0) Ashburn, Virginia Gazelles Inc. (1st ed.)</p> <p>Kim W., & Mauborgne R., (2017) Blue Ocean Shift : Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth. Hachette Books</p> <p>Guffey, Loewy, Almonte Essentials of Business Communication – Ninth Canadian Edition - Nelson</p> <p>Grant, A., (2016) Originals: How Non-Conformists Move the World, Penguin Random House</p> <p>Aulet Bill (2013) Disciplined Entrepreneurship: 24 steps to a Successful Startup - Wiley</p>

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Program Organization

Title of Course/Work Experience Component	# of Hours
Innovation & Business Ideation	80 hrs
Marketing for Startups & Product Launches	160 hrs
Global Business Strategies	160 hrs
Execution & Management	160 hrs
Financial Management	160 hrs
Business Communication for Startups	80 hrs