

School of Kinesiology

KIN 4422B Entrepreneurship in Clinical Kinesiology Winter 2027

Campus Supports

Western University is committed to a **thriving campus**. For help with:

- Both physical and mental health, go to [Wellness & Wellbeing](#)
- Studying with disabilities, go to [Accessible Education](#)
- Writing skills, go to the [Writing Support Centre](#)
- Learning skills and strategies, go to [Learning Development & Success](#)
- Contacting the ombudsperson, go to the [Office of the Ombudsperson](#)



Your course coordinator can also **guide you** to available campus resources and/or services.

Important Dates

Classes Begin	Reading Week	Classes End	Study day(s)	Exam Period
January 4	February 13-21	April 9	April 10-11	April 12-30

March 30, 2027: Last day to withdraw from a second-term half course without academic penalty

Contact Information

Course Coordinator/Instructor	Contact Information	Office Hours
	Dr. Jeremy Walsh Jwals4@uwo.ca 519-661-2111 ext. 88139	By appointment Thames Hall Room 4170

Teaching Assistant(s)	Contact Information	Office Hours
TBA		

NOTE: All course information including grades, assignment outlines, deadlines, etc. are available via [OWL Brightspace](#). Download the Brightspace Pulse App to stay up-to-date on course communication and enable your notification settings within “Communications” in the top toolbar. Check the website regularly for course announcements. If you need assistance, visit [OWL Brightspace Help](#) or contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

Calendar Course Description (including prerequisites/anti-requisites)

Students will focus on the business, organizational, and technological aspects of Clinical Kinesiology. The intent is to provide students with the background (and confidence) in communication, technology, and job skills in the business and entrepreneurial aspects of kinesiology.

Extra Information:3 lecture hours.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

NOTE: If you wish to enroll in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.

Delivery Mode: In person

Component	Date(s)	Time	Location
Lecture	Mon/Wed/Fri	9:30-10:20	

My Course Description

This course prepares students to navigate and succeed in a competitive job market by developing the skills needed to create and sustain entrepreneurial opportunities within the health and wellness sector. The course emphasizes the application of kinesiology knowledge within Registered Kinesiology practice to design desirable, feasible and viable products or services.

Students will explore the key stages of entrepreneurship, including identifying opportunities, understanding client needs, building effective teams, developing sustainable business models, and securing funding. Through lectures, case studies, guest speakers, and applied projects, students will gain practical experience in business planning, professional communication, and product/service design.

By the end of the course, students will have developed the confidence and competencies to translate their kinesiology expertise into innovative and adaptable career opportunities, whether through launching a business, contributing to an organization, or pursuing entrepreneurial initiatives alongside other professional work.

Essential Questions

1. What makes a health or kinesiology product or service truly valuable to clients?
2. How can kinesiology knowledge be translated into viable career or business opportunities?
3. What makes a business idea desirable, feasible, and viable over time?
4. How do entrepreneurs effectively communicate and “sell” their ideas to different audiences?

Learning Outcomes

Upon successful completion of this course, you will be able to:

1. Identify and justify a market opportunity in the health and wellness sector based on client needs, gaps in services, and evidence-informed reasoning.
2. Design a client-centered product or service that demonstrates desirability, feasibility, and viability within the scope of clinical kinesiology practice.
3. Construct a structured business plan that outlines key components (e.g., Company profile, Market Research, Sales & Marketing, Operations & Financials).
4. Deliver a persuasive pitch that effectively communicates the value, feasibility, and impact of their product or service to a defined audience.
5. Analyze feedback from peers, instructors, or stakeholders and refine their product, service, or business plan accordingly.

Transfer Goals

Students will independently use their learning to:

1. Identify real-world opportunities in health and wellness and develop viable, client-centered services or business ideas within the scope of clinical kinesiology practice.
2. Plan, communicate, and justify entrepreneurial initiatives (e.g., business models, service proposals, pitches) to diverse stakeholders in professional contexts.
3. Adapt entrepreneurial strategies, apply business principles, and respond to changing client needs and market conditions to build and sustain career opportunities over time.

Course Content and Schedule

Week	Dates	Topic	Things due
1	Jan 4/6/8	INTRO: What is Entrepreneurship? Identifying the Problem	
2	Jan 11/13/15	Coming up with a Solution	
3	Jan 18/20/22	Founders Pitch	Presentation (Jan 18/20)
4	Jan 25/27/29	Preparing your Business Plan	
5	Feb 1/3/5	Prototyping	
6	Feb 8/10/12	Interim Pitch	Presentation (Feb 8/10/12)
7	Feb 13-21	Reading Week	
8	Feb 24/26/28	Sales & Marketing	
9	Mar 1/3/5	Operations & Financials	
10	Mar 8/10/12	Putting it all together	Marketing Activity (Mar 14)
11	Mar 15/17/19	Final Preparations	
12	Mar 22/24 No class Mar 26	Final Pitch	Presentation (Mar 22/24) Business Plan (Mar 25)
13	No class Mar 29 Mar 31/Apr 2	Final Pitch	Presentation (Mar 31/Apr 2)
14	Apr 5/7/9	Final Pitch & OUTRO	Presentation (Apr 5/7)

Course Materials You Must Acquire and Their Costs



[Futurpreneur Business Plan Writer](#) will be used to guide the writing of Business Plans. You can create an account for free on the Futurpreneur website.

All other required readings will be posted on Brightspace.

Assessments and Evaluation

Below is the evaluation breakdown for the course. Any deviations will be communicated.

Assessment	Format	Weight	Due Date	Flexibility
Founder's Pitch ¹	Oral Presentation	5%	Jan 18/20	Present on 1 of 2 dates ²
Interim Pitch ³	Oral Presentation	15%	Feb 8/10/12	Present on 1 of 3 dates ²
Marketing Activity ⁴	Optional Format	25%	Mar 14	72-hour no late penalty ⁵
Business Plan ⁶	Written Assignment	30%	Mar 21	72-hour no late penalty ⁵
Final Pitch ⁷	Oral Presentation	25%	Mar 22/24/31 Apr 2/5/7	Designated assessment ⁷

Notes:

- 1. Founder's Pitch:** These **oral presentations** worth 5% of your final grade will take place on the third week of term on your presentation day (either Monday or Wednesday, see Brightspace for schedule). Submit your completed "Founder's Pitch" single-slide template on Brightspace and present this orally during your **30-second** pitch (without a slide show presentation).
- 2.** If you miss your presentation date, without Academic Consideration, you will receive a score of zero. If you have Academic Consideration for a missed presentation, you will need to reschedule your presentation with the instructor.
- 3. Interim Pitch:** These **oral presentations** worth 15% of your final grade will take place during week 6. Submit your completed "Interim Pitch" slide show template on Brightspace and present this during your **2-minute** pitch.
- 4. Marketing Activity:** In your Business Plan and Pitch, you will identify your top 3 marketing strategies. In this assignment, you will create a marketing activity (that aligns with one of these marketing strategies) to best market your product/service to your target audience. This can take the form of a traditional marketing activity, e.g., poster, newspaper, radio, or television advertisement, networking event, trade booth, or a digital marketing activity, e.g., website, social media post, influencer marketing, email marketing, search engine marketing. Choose a marketing activity that will work best for your product/service and target market. Submit your marketing activity in whichever format is most appropriate for your chosen marketing strategy (e.g., video, infographic, document). As well as submitting a marketing activity, you will complete and submit a document explaining and justifying your choice of marketing activity.
- 5. 72-hour no late penalty:** Students are expected to submit this assignment by the deadline listed. Should extenuating circumstances arise, students are permitted to submit their assignment up to 72 hours past the deadline without a late penalty. No Academic Consideration is required for this extension. Students submitting their assessment beyond the extended deadline will receive a mark of zero. Academic Consideration requests may be granted only for extenuating circumstances that **began before** the deadline and **lasted longer** than the extension. With approved considerations, submission timelines will be decided on an individual basis in consultation with advisors and the instructor. Students must

not provide medical or compassionate documentation to the instructor.

6. **Business Plan:** This is a **written assignment**, worth 30% of your final grade, due at 23:59 EST on March 21st. The business plan should include the following sections (descriptions [with examples] provided in the [www.futurpreneur.ca business plan writer tool](http://www.futurpreneur.ca/business_plan_writer_tool)): Executive Summary, Company profile, Market Research, Sales & Marketing, Operations & Financials.
7. **Final Pitch:** This **oral presentation** is a **designated assessment** worth 25% of your final grade, and will take place in week 12-14. Submit your completed “Final Pitch” slide show template on Brightspace and present this during your **3-minute** pitch. If you miss your presentation date, without Academic Consideration, you will receive a score of zero. If you have Academic Consideration for a missed presentation, you will need to reschedule your presentation with the instructor.

General information about assessments

- All assignments are due at 23:59 EST unless otherwise specified. Late or missing assignments without academic consideration will receive a zero.
- You are responsible for ensuring that the correct file version is uploaded; incorrect submissions including corrupt files will receive a zero.
- After an assessment is returned, you should wait 24 hours to digest feedback before contacting your evaluator; to ensure a timely response, reach out within 7 days.
- Requests for regrading must include a written explanation and evidence showing how the work meets the assignment criteria or rubric. Requests without a clear justification will not be considered.
- Prior to the filing of a written request for relief, you must attempt to resolve the concern regarding a mark or grade through informal consultation with the instructor. If you are dissatisfied with the decision of the instructor or you do not receive a decision from the instructor, a written request for relief must be submitted to the Undergraduate Chair of the School offering this course, within three weeks from the date that the mark was issued.
- The table below outlines University-wide grade descriptors.

Letter grade	Number grade	Description
A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Rounding of Grades (for example, bumping a 79 to 80%)

This is a practice some students request. The final grade documented is the grade that you have achieved. There is no rounding to the next grade level, or ‘giving away’ of marks. Please don’t ask me to do this for you; the response will be “please review the course outline where this is presented”.

INC (Incomplete Standing): If a student has been approved by the Academic Advising Office (in consultation with the instructor/department) to complete term work at a later date, an INC will be assigned. Students with INC will have their course load in subsequent terms reduced to allow them to complete outstanding course work. Students may request permission from Academic Advising to carry a full course load for the term the incomplete course work is scheduled.

SPC (Special examination): If a student has been approved by the Academic Advising Office to write a Special Examination and the final exam is the only outstanding course component, an SPC will be assigned. If the class has a makeup exam, the student is expected to write the makeup exam. If the class doesn't have a makeup exam or the student misses the makeup exam for reasons approved by the Academic Advising Office, the student will write the exam the next time the course is offered. Outstanding SPCs will reduce the course load for the term the exam is deferred as outlined in [Types of Examinations](#) policy

Academic Policies and Statements

Support Services

There are various support services around campus and these include, but are not limited to:

1. Academic Support and Engagement - <http://academicsupport.uwo.ca>
2. Wellness and Well-being - <https://www.uwo.ca/health/>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>

The websites for Registrarial Services (<http://www.registrar.uwo.ca>), and the same for affiliated university colleges when appropriate, and any appropriate Student Support Services (including the services provided by the USC listed here: <http://westernusc.ca/services/>) and the Student Development Services, should be provided for easy access.

Students who are in emotional/mental distress should refer to <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

Statement on Gender-Based and Sexual Violence

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

https://www.uwo.ca/health/student_support/survivor_support/get-help.html.

Statement on Harassment and Discrimination

Western is committed to providing a learning and working environment that is free of harassment and discrimination. All students, staff, and faculty have a role in this commitment and have a responsibility to ensure and promote a safe and respectful learning and working environment. Relevant policies include Western's [Non-Discrimination/Harassment Policy](#) (M.A.P.P. 1.35) and [Non-Discrimination/Harassment Policy – Administrative Procedures](#) (M.A.P.P. 1.35). Any student, staff, or faculty member who experiences or witnesses' behaviour that may be harassment or discrimination **must report the behaviour** to the Western's [Human Rights Office](#). Harassment and discrimination can be human rights-based, which is also known as EDI-based, (sexism, racism, transphobia, homophobia, islamophobia, xenophobia, antisemitism, and ableism) or non-human rights-based (personal harassment or workplace harassment).

Student Code of Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed and set out the disciplinary procedures that the University will follow. For more information, visit <https://www.uwo.ca/univsec/pdf/board/code.pdf>

Absence from Course Commitments

Students must familiarize themselves with the Policy on [Academic Consideration – Undergraduate Students in First Entry Programs](#)

Students missing course work for medical, compassionate, or extenuating circumstances can request academic consideration by completing a request at the [central academic consideration portal](#). Students are permitted one academic consideration request per course per term **without** supporting documentation. Note that supporting documentation is **always** required for academic consideration requests for examinations scheduled by the office of the registrar (e.g., December and April exams) and for practical laboratory and performance tests (typically scheduled during the last week of the term).

Students should also note that the instructor may **designate** one assessment per course per term that requires supporting documentation. This designated assessment is described elsewhere in this document. Academic consideration requests may be denied when flexibility in assessment has already been included. Examples of flexibility in assessment include when there are assessments not required for calculation of the final grade (e.g. 8 out of 10 quizzes), when there is flexibility in the submission timeframe (e.g. 72 hour no late penalty period), or when timed assessments (e.g., quizzes) are available over an extended period of time (e.g., when you are given a 72 hour time period to start – and finish – the assessment).

Please note that academic considerations in this course are granted by the academic advisors in your home unit and implemented by the instructor of this course in accordance with information presented in this course syllabus. Supporting documentation for academic considerations for absences due to illness should use the [Student Medical Certificate](#) or, where that is not possible, equivalent documentation by a health care practitioner. If your absence relates to accommodations that are already supported by [Accessible Education](#), please work with your accessible education counsellor regarding your missed course work.

Accommodation for Religious Holidays

Students should review the policy for [Accommodation for Religious Holidays](#). Where a student will be unable to write examinations and term tests due to a conflicting religious holiday, they should inform their instructors as soon as possible but not later than two weeks prior to writing the examination/term test. In the case of conflict with a midterm test, students should inform their instructor as soon as possible but not later than one week prior to the midterm.

Special Examinations

A Special Examination is any examination other than the regular examination, and it may be offered only with the permission of the Dean of the Faculty in which the student is registered, in consultation with the instructor and Department Chair. Permission to write a Special Examination may be given on the basis of compassionate or medical grounds with appropriate supporting documents. To provide an opportunity for students to recover from the circumstances resulting in a Special Examination, the University has implemented Special Examination dates. The Faculty of Health Sciences has set School-specific dates for these Special Examinations. Please speak with your instructor about the date on which the Special Examination for this course will be held.

Scholastic Offences

Scholastic offences are taken seriously and students are directed to read the policy on [Scholastic Discipline for Undergraduate Students](#).

Plagiarism

Student work is expected to be original. Plagiarism is a serious academic offence and could lead to a zero on the assignment in question, a zero in this course, or your expulsion from the university. You are plagiarizing if you insert a phrase, sentence or paragraph taken directly from another author without acknowledging that the work belongs to him/her. Similarly, you are plagiarizing if you paraphrase or summarize another author's ideas without acknowledging that the ideas belong to someone else. All papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (www.turnitin.com). For group assignments, all members share responsibility for academic integrity. Plan your work so the group has time to review the full submission and ensure all sources are appropriately used and cited. In the absence of a scholastic offence, everyone gets the same mark, so work with the rest of your group in a proactive fashion.

Use of Artificial Intelligence (AI) for the Completion of Course Work

Within this course, you may only use artificial intelligence tools (e.g., "ChatGPT") in ways that are specifically authorized by the course instructor. All submitted work must reflect your own thoughts and independent written work.

Re-submission of Previously Graded Material

Without the explicit written permission of the instructor, you may not submit any academic work for which credit has been obtained previously, or for which credit is being sought, in another course or program of study in the University or elsewhere.

Use of Statistical Pattern Recognition on Multiple Choice Exams

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Accessibility Statement

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Accessible Education (AE) at 661-2111 x 82147 for any specific question regarding an accommodation or review [The policy on Accommodation for Students with Disabilities](#). If you think you may qualify for ongoing accommodation (e.g. separate room to write exams, flexibility with deadlines, etc.) that will be recognized in all your courses, we encourage you to visit [Accessible Education](#) for more information.

Correspondence Statement

The centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at their official university address is attended to in a timely manner. Students are further expected to attend to announcements presented through Brightspace, and to read emails generated in this way.

Use of Electronic Devices During Exams

Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices (e.g., cell phones, tablets, cameras, smart glass, smart watches, or iPods) during ANY tests, quizzes, midterms, examinations, or other in-class evaluations. **These devices MUST either be left at home or with your belongings at the front of the room. They MUST NOT be at your test/exam desk or in your pocket. Any student found with a prohibited device will be referred for investigation of a Scholastic Offence, per the policy listed above. The typical first-offence penalty for possession of a prohibited device is zero on the test or exam.**

Use of Electronic Devices During Lectures and Tutorials

Although you are welcome to use a computer during lectures, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class.

Copyright and Audio/Video Recording Statement

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws. Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.

Contingency Plan for an In-Person Class Pivoting to 100% Online Learning

In the event of a situation that requires this course to pivot to online content delivery, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on Brightspace for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor. Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

Online Proctoring

Tests and examinations in this course may be conducted using a remote proctoring service. By taking this course, you are consenting to the use of this software and acknowledge that you will be required to provide **personal information** (including some biometric data) and the session will be **recorded**. Completion of this course will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at: <https://remoteproctoring.uwo.ca>.

Academic Appeals and Scholastic Offences

Students can file a **request for relief from academic decisions** if the request is based on one or more grounds listed in the policy. Students can read more about the policy [here](#) and a link to the procedures is listed in the Support Services sections of this document. Students may **appeal** some academic and scholastic disciplinary decisions by a Dean or their designate, to the Senate Review Board Academic (SRBA). Students can read more about the policy [here](#) and a link to the procedures is listed in the Support Services section of this document.