DEI 627: Business Planning and Feasibility

Instructor: Dr. Lan Do

COURSE DESCRIPTION AND LEARNING OUTCOMES

Course Description

This is an online special topics, discussion, and seminar course designed to prepare MDEI students to contribute where "innovation" is a key success factor. More than understanding innovation and finding solutions, the course focuses on developing an understanding of how the worlds of business and design are connected.

The course revolves around group work but will feature individual assignments as well to make your grade a little less dependent on your peers. As an individual, you will learn about idea generation and assessment, project structures, business needs, business plans and, most important, the steps of a feasibility analysis. As a group, you will familiarize yourselves with a UX case study and conduct a feasibility analysis.

We will focus a lot on learning by doing. There won't be too much input every week, so getting through the content will be relatively quick. However, you may have to read more on certain concepts. While you should know how to work with the information you are given, you should also learn how and where to find the right information if there are gaps in your knowledge.

Learning Outcomes

The objectives for this course are to learn about: the idea generation process as well as tools and the process of how to assess ideas; business needs in a project and what a business plan looks like; the steps of a feasibility analysis and how to conduct one using UX case studies. Students will also work individually or in teams simultaneously, bringing the works of both together as needed. Upon completion of this course, students should be able to:

- Create a business plan
- Conduct a feasibility analysis of a project
- Explain the connection between UX/UI and business through a case study approach

COURSE SCHEDULE

- **IMPORTANT: ALL TIMES EASTERN** - Please see the [University Policies](#) section of your Course Outline for details
  - **You must complete the quizzes in order to gain access to the Modules 3-12.**

Week	Module	Activities and Assessments	Important Dates	Weight (%)
Week 1 **Jan 5-9**	[Module 1: Introduction to Business Planning and Feasibility](#)	[Introduce Yourself (including Course Student Survey)](#)		**Ungraded**
Week 2 **Jan 10-16**	[Module 2: Business Planning](#)	[Quizzes](#): Quiz 1	**Due**: Sunday, Jan 16, 2022 at 11:55 PM	**10%**
		Enrol in a group for the [Group Assignments](#)	**Due**: Thursday, Jan 13, 2022 at 11:55 PM	
Week 3 **Jan 17-23**	Module 3: Business Plan Sketch Work Week	[Group Assignments](#): Project Charter	**Due**: Sunday, Jan 23, 2022 at 11:55 PM	**5%**
		[Group Assignments](#): Business Plan Sketches	**Due**: Sunday, Jan 23, 2022 at 11:55 PM	**15%**
Week 4 **Jan 24-30**	Module 4: Feasibility Analysis: Overview and Preliminary Analysis			
Week 5 **Jan 31-Feb 6**	Module 5: Feasibility Analysis: Income Statement	[Quizzes](#): Quiz 2	**Starts**: Monday, Jan 24, 2022 at 12:01 AM **Due**: Sunday, Feb 6, 2022 at 11:55 PM	**10%**
Week 6 **Feb 7-13**	Module 6: Feasibility Analysis: Market Survey/Research			
Week 7 **Feb 14-20**	Module 7: Feasibility Analysis:	[Quizzes](#): Quiz 3	**Starts**: Monday, Feb 7, 2022 at 12:01 AM	**10%**

	Organizational Structure and Opening Day Balance Sheet		**Due**: Monday, Feb 28, 2022 at 11:55 PM	
Reading Week (Saturday, February 19, 2022 to Sunday, February 27, 2022)				
Week 8 **Feb 28-** **Mar 6**	Module 8: Project Work Week			
Week 9 **Mar 7-13**	Module 9: Feasibility Analysis: Reviewing Data and Decision-Making			
Week 10 **Mar 14-20**	Module 10: Project Work Week			
Week 11 **Mar 21-27**	Module 11: Necessity of Writing a Business Plan	Group Assignments: Feasibility Analysis	**Due**: Sunday, Mar 27, 2022 at 11:55 PM	**30%**
		Quizzes: Quiz 4	**Starts**: Monday, Mar 7, 2022 at 12:01 AM **Due**: Sunday, Mar 27, 2022 at 11:55 PM	**10%**
Week 12 **Mar 28-** **Apr 5**	Module 12: Final Presentations	Individual Feedback	**Due**: Sunday, Apr 3, 2022 at 11:55 PM	**10%**

There is no final examination for this course

GRADE BREAKDOWN

The following table represents the grade breakdown of this course.

Activities and Assessments	Weight
Introduce Yourself	Ungraded
Quizzes 1-4	40% (10% each)

Group Assignment: Project Charter	5%
Group Assignment: Business Plan Sketches	15%
Group Assignment: Feasibility Analysis	30%
Individual Feedback	10%

Official Grades

Official Grades and Academic Standings are available through [Quest](#).

CONTACT INFORMATION

Announcements

Your instructor uses the **Announcements** widget on the **Course Home** page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

Discussions

A General Discussion topic* has also been made available to allow students to communicate with peers in the course. Your instructor may drop in at this discussion topic.

Contact Us

Who and Why	Contact Details
Instructor • Course-related questions (e.g., course content, deadlines, assignments, etc.) • Questions of a personal nature	**Post your course-related questions** to the Ask the Instructor discussion topic*. This allows other students to benefit from your question as well. Instructor: Dr. Lan Do lan.do@uwaterloo.ca Your instructor checks email and the Ask the Instructor discussion topic* frequently and will make every effort to reply to your questions within 24–48 hours, Monday to Friday.
Technical Support, Centre for Extended Learning • Technical problems with Waterloo LEARN	learnhelp@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number. Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time). IST Knowledge Base: For Students
Learner Support Services, Centre for Extended Learning • General inquiries • Examination information	Student Resources extendedlearning@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number.

*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

MATERIALS AND RESOURCES

Textbook(s)

There is no required textbook for this course.

Course Reserves

All required readings for each module are available through the Library Course Reserves. Course Reserves can be accessed using the **Library Resources** widget on the **Course Home** page.

Resources

Library services for [Co-op students on work term and students taking online courses](#)

COURSE AND DEPARTMENT POLICIES

Communication

All e-mail communication sent from students to instructors must originate from the student's own UWaterloo e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from an UWaterloo account. If an instructor or client becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Late Work

As this is not a first term course, no late submissions are allowed. However, if you require additional time to submit an assignment for good reasons, you can always write to the instructor before the due date to ask for an extension and indicate why you need more time. If you write your request outside of the regular office hours, you will likely not get an answer before the next workday. But, as long as the request for extension based on a valid reason gets in before 11:55 PM on the due date, you can get an extension for the assignment. **You will receive 0 points for a late quiz submission** if you don't have an extension approval.

Attendance

The best part of learning from this class is experience driven, and it's impossible to gather only by looking at class notes. There will be no synchronous sessions in this class, but you will learn a lot from your group work. You need to participate and engage with your group.

Mental Health Support

We all struggle at some point. The Faculty of Arts encourage students to seek out mental health support when needed. To see what resources are available on campus and off campus, visit [Get mental health support when you need it](#).

UNIVERSITY POLICIES

Submission Times

Please be aware that the University of Waterloo is located in the **Eastern Time Zone** (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone.

If you are outside the Eastern Time Zone and require assistance with converting your time, please try the [Ontario, Canada Time Converter](#).

Accommodation Due to Illness

If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a [Verification of Illness Form](#).

Email a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the [Accommodation due to illness](#) page.

Missed Final Examinations

If this course has a final exam and if you are unable to write a final examination due to illness, seek medical treatment and have a medical practitioner complete a [Verification of Illness Form](#). Email a scanned copy to the Centre for Extended Learning (CEL) at extendedlearning@uwaterloo.ca within 48 hours of your missed exam. Make sure you include your name, student ID number, and the exam(s) missed. You will be REQUIRED to hand in the original completed form before you write the make-up examination.

After your completed Verification of Illness Form has been received and processed, you will be emailed your alternate exam date and time. This can take up to 2 business days. If you are within **150 km** of Waterloo you should be prepared to write in Waterloo on the additional CEL [exam dates](#). If you live outside the 150 km radius, CEL will work with you to make suitable arrangements.

Further information about [Examination Accommodation Due to Illness](#) regulations is available in the Undergraduate Calendar.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the [Academic Integrity Tutorial](#) and graduate students should see the [Graduate Students and Academic Integrity](#) website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the [Office of Academic Integrity](#).

Turnitin

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

[Turnitin® at Waterloo](#)

Discipline

A student is expected to know what constitutes [academic integrity](#) to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is

unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration, should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71 - Student Discipline. For typical penalties, check Guidelines for the Assessment of Penalties.

Appeals

A decision made or penalty imposed under Policy 70 - Student Petitions and Grievances, (other than a petition) or Policy 71 - Student Discipline, may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 - Student Appeals.

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Final Grades

In accordance with Policy 46 - Information Management, Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to Quest to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

AccessAbility Services

AccessAbility Services, located in Needles Hall, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the Accessibility for Ontarians with Disabilities Act (AODA) are guided by University of Waterloo accessibility Legislation and policy and the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0. The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about Desire2Learn's Accessibility Standards Compliance.

Use of Computing and Network Resources

Please see the Guidelines on Use of Waterloo Computing and Network Resources.

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For further information, please contact the Centre for Extended Learning, University of Waterloo, 200 University Ave. W., Waterloo, ON, Canada, N2L 3G1, extendedlearning@uwaterloo.ca.

TERRITORIAL ACKNOWLEDGEMENT

The Faculty of Arts acknowledges that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River. The Stratford School of Interaction Design and Business is situated on the traditional territory of the Anishinaabe, Haudenosaunee, and the Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties.