THE UNIVERSITY OF **AUCKLAND** | **BUSINESS SCHOOL**
Te Whare Wānanga o Tāmaki Makaurau
N E W   Z E A L A N D

Course Outline 2016
MGMT 715: VENTURE CREARION & GROWTH (15 POINTS)

Semester 1 (1163)

Course Prescription

Applies various approaches to venture creation and growth. Topics include understanding entrepreneurial technology based ventures, how to create a lean start-up, business modelling, entrepreneurial finance and bootstrapping, and paths to market. Provides an opportunity for students to learn how to establish their own business and working in multi-disciplinary teams through case-based teaching and *experimental learning in a hands-on-project*.

Programme and Course Advice

No prerequisites or restrictions. (However, this course is not recommended for students who have completed INNOVENT 303 as there is significant overlap with the objectives and content of this course.) MGMT 715 is designed for students with no previous business background, who are interested in learning more about new venture creation. The course is a "virtual pre-incubator" that supports participants through the early stages of evaluating a business opportunity and setting up a new venture. Students in MGMT 715 are encouraged to participate in the Spark Ideas Challenge and related entrepreneurship education and networking opportunities. The course emphasizes business models that are most relevant for technology-based businesses.

Goals of the Course

The course alerts participants to key issues in the process of evaluating a business opportunity and setting up a new venture, and provides frameworks for identifying and evaluating risks and making informed decisions. Students gain specific knowledge about business processes and develop transferable skills related to research, problem solving, and communication while moving their venture toward reality.

Learning Outcomes

Students completing MGMT 715 will be aware of key issues and challenges commonly faced by entrepreneurs as they develop new ventures. They will gain specific knowledge and develop process skills to help them make critical decisions during the earliest stages of planning and launching a venture. At the end of the course, participants should be able to:
1. Think strategically about networking and mentoring processes, and reflect on what they learn from entrepreneurial experiences.
2. Identify the typical components of an entrepreneurial ecosystem, and be familiar with the specific actors at the University of Auckland and in the local region who assist start-ups.
3. Evaluate opportunities from multiple perspectives.
4. Conduct market research for a new product or service.
5. Craft a clear value proposition.
6. Use the lean start-up method and apply associated tools including the value proposition generator and business model canvas.

7. Identify potential areas of legal risk, and know when to seek professional advice, especially with respect to protection of intellectual property.
8. Analyze a business model and convert it into a financial model that includes estimates of income and expenditures.
9. Explain concepts related to entrepreneurial finance, and identify funding sources for start-ups in NZ.
10. Evaluate exit opportunities and appreciate the importance of an exit strategy to business development.
11. Evaluate and provide feedback on an opportunity assessment for a venture.
12. Develop, research and clearly articulate a new venture plan.

Content Outline

Week	Date TBA	Contact Hours	Topic
1		3	• Introduction to course • 10 Fields of Innovation • Video: Start-up Kids
2		3	• Ideation • Opportunity assessment *Last day for course add/drop*
3		3	• Entrepreneurial ecosystem • Mentorship and networking • Entrepreneurial teams

4		3	• Lean startup methods
			   o Business model canvas
			   o Financial Basics of Busines
			   o Value proposition generator

5		3	• Legal issues and IP • Customer and market development
6		3	• Pitching
			Mid-semester break – no classes
7		3	• **Presentations – Assignment 1** • **Assignment 1 due for those presenting on this date**
8		3	• **Presentations – Assignment 1** • **Assignment 1 due for those presenting on this date** • **Assignment 2 Feedback due for presentations completed on Week 7** *Spark Ideas Challenge entries due – May 12*
9		3	• Funding start-ups • Converting the business model to a financial model • **Assignment 2 Feedback due for presentations completed on Week 8**

10		3	• Exiting ventures *Time to work on venture – no class*
11		3	• **Presentations 1– Assignment 3 (15 mins)**
12		3	• **Presentations 2– Assignment 3 (15 mins)**

Teaching Staff

Lecturer: Leith Oliver
Room: OGGB 475
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Learning Resources

There is no textbook for this course. Support materials for each topic will be available electronically.

Assessment

Assignment	Learning outcome	Weight	Due dates TBA
<u>Assignment 1</u> - opportunity assessment (oral presentation 10% & written report 20%)	3-7, 12	30%	
<u>Assignment 2</u> – feedback on venture opportunity (10%)	3-7, 11	10%	
<u>Assignment 3</u> - business plan (oral presentation 10% & slide-deck 25% - individual or group assessment)	3-10, 12	35%	
<u>Reflective exercises</u> (5*5%)	1-10	25%	

Detailed information on the requirements and criteria for each item of assessment will be provided electronically.

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the instructor. If you have been granted special examination conditions, please make the instructor aware of these at the beginning of the semester, so that appropriate arrangements can be made.

Student Feedback
Students will be asked to complete a course evaluation near the end of the course to provide feedback that will be used to inform the ongoing development of the course.

Academic Integrity
The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing:
www.cite.auckland.ac.nz/

The document Guidelines: Conduct of Coursework provides further advice on how to avoid plagiarism. It can be found at:
www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

Third party assistance with coursework: You are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties. However, you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required. A copy of the guidelines is available at:
www.business.auckland.ac.nz/thirdpartyassistance

Help with academic referencing: Acknowledgement of sources is an important aspect of academic writing. The University's Referencite website provides students with a one-stop online resource for academic referencing needs. Referencite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples (www.cite.auckland.ac.nz).