

Course Outline
GLMI 709: CREATING GLOBAL VENTURES (15 POINTS)¹
Semester 1 2017

Course Prescription

Examines the issues involved in forming and operating a knowledge-intensive company that is global from inception. Includes topics such as assessing opportunities, developing a business model, forming a team and gathering the resources to launch a global new venture.

Programme and Course Advice

Restriction: INTBUS 705, MGMT 715

Designed for students with no previous business background in entrepreneurship who are interested in learning more about creating new global ventures. The course guides participants through the early stages of identifying and evaluating a business opportunity. Students are encouraged to participate in the [Velocity Innovation Challenge](#) and to attend the [Vision 2 Business](#) guest speaker series.

Goals of the Course

The course alerts students to key challenges and decisions that will be faced in developing a new global venture. Participants learn how to identify and evaluate opportunities, and use frameworks and tools to evaluate risk and develop a viable business model. Transferable skills related to teamwork, problem solving, and communication are developed by working in a team to move a business idea toward reality.

Learning Outcomes

By the end of this course it is expected that students will be able to:

1. Identify and evaluate a global entrepreneurial opportunity.
2. Critically evaluate from an external perspective (other than the entrepreneur) the viability of a global entrepreneurial opportunity.
3. Develop a business model for a global venture.
4. Effectively communicate key elements of the business model of a potential global venture using a range of appropriate formats.
5. Critically analyse a body of literature that has practical application when creating global ventures.

¹ Details contained in this course outline are subject to change until the beginning of Semester 1 2017.

Content Outline

Week	Week beginning	Topic	Learning mode	Activities and Assessment
1	March 6	Introduction to the course and local ecosystem	<ul style="list-style-type: none"> • Lecture • Personal network exercise • Online material 	
2	March 13	Finding opportunities	<ul style="list-style-type: none"> • Lecture • Ideation exercise • Online material 	
3	March 20	Opportunity assessment	<ul style="list-style-type: none"> • Lecture • Market size exercise • Effectuation exercise • Online material 	
4	March 27	Lean startup methods	<ul style="list-style-type: none"> • Lecture • Business model canvas exercise • Value proposition exercise • Online material 	Opportunity identification report due 30 March by 11pm V2B 28 March, 6-8pm, OGGB4
5	April 3	Entrepreneurial teams	<ul style="list-style-type: none"> • Lecture • Team formation • Online material 	V2B 4 April, 6-8pm, OGGB4
6	April 10	Strategy for global start-ups	<ul style="list-style-type: none"> • Lecture • Finding an overseas market exercise • Time to work with team • Online material 	V2B 11 April, 6-8pm, OGGB4
	April 17	Mid-semester break		
	April 24	Mid-semester break		
7	May 1	Customer and market validation	<ul style="list-style-type: none"> • Lecture • Pairs of teams meet to present and receive feedback • Online material 	Milestone venture summary due 4 May by 11pm V2B 2 May, 6-8pm, OGGB4
8	May 8	Legal issues	<ul style="list-style-type: none"> • Lecture • Time to work with team • Online material 	V2B 9 May, 6-8pm, OGGB4 <i>Velocity Innovation Challenge submission due 8 May (if participating)</i>
9	May 15	Funding startups	<ul style="list-style-type: none"> • Lecture • Time to work with team • Online material 	Feedback on venture opportunity due 18 May 11pm

10	May 22	Mentoring session with lecturers	<ul style="list-style-type: none"> Appointments for teams to meet one-on-one with lecturers to discuss their venture 	<i>Critical analysis and reflection due 25 May 11pm</i>
11	May 29	Pitching	<ul style="list-style-type: none"> No class - online module only Use time to work with team 	
12	June 5	Venture presentations	<ul style="list-style-type: none"> Teams present venture plan to class 	<i>Venture plan slide-deck due 1 June 11pm</i>

Learning and Teaching

This course engages participants through a variety of learning modes. During the course you will:

1. Complete 10 online modules.
2. Attend presentations by lecturers or guest speakers.
3. Participate in discussions and in-class activities.
4. Work as part of a team to plan a venture.
5. Attend at least one V2B guest speaker event and complete a reflective exercise.

Classes are scheduled on Fridays from 9am-noon, in room 260-321.

Teaching Staff

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Learning Resources

All course content will be provided online through [Canvas](#), the University's learning management system.

Assessment

1. Opportunity identification report	Individual	Written assignment	20%
2. Feedback on venture opportunity	Group	Written assignment	20%
3. Venture plan	Group	Milestone venture summary, oral presentation and slide-deck	30%
4. Critical analysis and reflection on a V2B entrepreneur	Individual	Written assignment	30%

100%

Further details on these assessments are provided in Canvas.

The relationship between these assessments and the course learning outcomes is:

Learning Outcome	Opportunity identification and assessment	Feedback on venture opportunity	Business plan	Critical analysis and reflection
1	X			
2	X	X		
3			X	
4			X	
5				X

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face- to- face and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback

This is the first year this course has been offered. At the end of the course students will be asked to complete a course evaluation to provide feedback for ongoing development of this paper.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting his or her learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the World Wide Web. A student's assessed work may be reviewed against electronic source material using computerized detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerized review.