

Course Outline
INNOVENT 204 UNDERSTANDING ENTREPRENEURIAL
OPPORTUNITIES (15 POINTS)

Semester 2 2017

Course Prescription

Applies processes for creating, evaluating and realizing entrepreneurial opportunities. Presents creative and analytical approaches to engage with different stakeholders and make decisions under conditions of uncertainty in a variety of entrepreneurial contexts. Skills to assess opportunities and associated business models and communicate a credible and compelling business case are introduced.

Programme and Course Advice

Restriction: INNOVENT 202

Pre-requisites: BUSINESS 101 and 102 or SCIGEN 201

This course is designed for undergraduate students with an interest in the early stages of venture creation – generating ideas and creating a potential entrepreneurial opportunity. More specifically, this course will explore the process of how scientific research (ideas) are commercialised (into entrepreneurial opportunities) and the components that need to be considered.

Goals of the Course

To introduce students to the theory of entrepreneurial opportunity and how opportunities are realised in practice. Specifically, the course will encourage students to search for an idea that is based on the use of a scientific discovery or a new technology, and then effectively communicate its potential for commercialisation. Transferable skills related to teamwork, problem solving, and communication are developed by working in a team to build an attractive business case with investment potential.

Learning Outcomes

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

1. Explain the emergence of entrepreneurial opportunities in various forms and contexts.
2. Independently generate ideas with a view to developing a potential entrepreneurial opportunity.
3. Explain the components of a viable business model including: the offering, value creation, and value capture.
4. Develop a viable business case for an entrepreneurial opportunity taking into account the key stakeholders and sources of finance.

Content Outline

Week	Week beginning	Topic	Learning mode	Activities and Assessment
1	July 24	Introduction to the course	Lecture	1-3 Readings Independent research
2	July 31	Entrepreneurial Opportunity: Theory & Practice I	Lecture Ideation Exercise	1-3 Readings Independent research
3	August 7	Entrepreneurial Opportunity: Theory & Practice II	Lecture (2hr) Group work (1hr)	1-3 Readings Independent research
4	August 14	Entrepreneurial Opportunity: Theory & Practice III	Lecture (2hr) Group work (1hr)	1-3 Readings Independent research
5	August 21	Sources of Finance	Lecture (2hr)	1-2 Readings Independent research
6	August 28	Funding the Commercialisation Process	Lecture (2hr)	Idea Generation Essay DUE 1-2 Readings Independent research
	September 4	Mid-semester break		
	September 11	Mid-semester break		
7	September 18	Test (90mins paper) Finalising (Team) Entrepreneurial Opportunity		Test Wednesday 20th September
8	September 25	Business Modelling & Mentoring	Lecture (2hr) Mentor sessions	Group work Mentor meeting Research for Business Case
9	October 2	Intellectual Property and other Legal Issues	Guest Speaker (2hr) Mentor sessions	Group work Mentor meeting Research for Business Case
10	October 9	Finance tools for Business Case	Lecture (2hr)	Group work Research for Business Case
11	October 16	Business Case presentations	Teams present business case to panel and class	Presentations randomly assigned
12	October 23	Business Case presentations	Teams present business case to panel and class	Business Case DUE Thursday 26th October Presentations randomly assigned

Learning and Teaching

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

1. Attend presentations by lecturers or guest speakers.
2. Work as part of a team to plan and present an attractive business case.
3. Conduct independent research and reading.

Teaching Staff

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Learning Resources

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

Assessment

1. Idea Generation Essay	Individual	Written assignment (1500 words)	15%
2. Mid-semester Test (2hr)	Individual	Written (in class) Test	30%
3. Opportunity Pitch Presentation	Group	Oral presentation	20% + 2.5% peer assessed
4. Business Case	Group	Written assignment (3,000 words)	30% + 2.5% peer assessed

100%

Further details on these assessments will be provided in Canvas.

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

Learning Outcome	Idea Generation Essay	Mid-semester Test	Opportunity Pitch Presentation	Business Case
1		X		
2	X			
3			X	
4				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.