



UNSW Course Outline

MGMT5611 Entrepreneurship and New Venture Management - 2024

Published on the 04 Sep 2024

General Course Information

Course Code : MGMT5611

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Management and Governance

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

The course provides you with an introduction to the concepts and skills necessary to identify and develop opportunities to launch a startup, new product or service. Using flipped learning techniques, you will learn and experience first-hand the process skilled entrepreneurs go through

before committing to launching their venture. In this course, you will join an interdisciplinary founding team and take ownership of pursuing your team's globally scalable idea. You will be mentored through the iterative process of creating value, and developing prototypes to validate your business idea. Assignments include weekly progress updates, creating a succinct website and video, pitching your idea to a live panel of investors, and writing an executive summary. This course is supported by guest entrepreneurs who will come to class and share their experiences with you. By completing this course, you will be better prepared to be an entrepreneur, launch or join a startup, join an accelerator or incubator and raise venture capital.

Course Aims

Gain essential skills for identifying and developing startup opportunities. Experience the entrepreneurial process, create prototypes, pitch to investors, and prepare for startup launch and venture capital fundraising.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify and systematically evaluate opportunities to design new organisations that solve problems or make lives better and, therefore, are likely to attract customers	<ul style="list-style-type: none">PLO1 : Business KnowledgePLO2 : Problem Solving
CLO2 : Identify and synthesize sources of additional information, education, and advice for new organizations	<ul style="list-style-type: none">PLO2 : Problem Solving
CLO3 : Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders	<ul style="list-style-type: none">PLO2 : Problem SolvingPLO3 : Business Communication
CLO4 : Coordinate a team to develop and launch and manage the new venture	<ul style="list-style-type: none">PLO4 : Teamwork

Course Learning Outcomes	Assessment Item
CLO1 : Identify and systematically evaluate opportunities to design new organisations that solve problems or make lives better and, therefore, are likely to attract customers	<ul style="list-style-type: none">Quiz
CLO2 : Identify and synthesize sources of additional information, education, and advice for new organizations	<ul style="list-style-type: none">Landing pageHypotheses Test and Design
CLO3 : Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders	<ul style="list-style-type: none">Live Pitch and Q&A
CLO4 : Coordinate a team to develop and launch and manage the new venture	<ul style="list-style-type: none">Live Pitch and Q&A

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Entrepreneurship is by nature a hands on and collective process. If you take this course, you need to be comfortable (or willing to learn) working in a team of co-founders on a startup project, pitching your project in front of the class regularly, and constantly revising/changing your project to find the right product market fit.

Additional Course Information

Please note that Week 5's lecture will be replaced by a recorded video lecture, due to the Monday that week being a public holiday. Tutorials this week will be delivered in alternative formats such as Zoom or in-person group consultations with the tutors.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Quiz Assessment Format: Individual	20%	Start Date: See detailed assessment description above Due Date: See detailed assessment description above	• PLO1 : Business Knowledge
Landing page Assessment Format: Individual	20%	Due Date: 04/10/2024 04:00 PM	• PLO2 : Problem Solving • PLO3 : Business Communication
Live Pitch and Q&A Assessment Format: Group	30%	Start Date: Week 10 tutorial Due Date: Week 10 tutorial	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO6 : Global and Cultural Competence • PL07 : Leadership Development
Hypotheses Test and Design Assessment Format: Individual	30%	Due Date: 21/10/2024 04:00 PM	• PL01 : Business Knowledge • PL02 : Problem Solving • PL03 : Business Communication

Assessment Details

Quiz

Assessment Overview

Two online tests on lecture content about recent concepts on entrepreneurship and new venture.

Course Learning Outcomes

- CLO1 : Identify and systematically evaluate opportunities to design new organisations that solve problems or make lives better and, therefore, are likely to attract customers

Detailed Assessment Description

Quizzes will be administered on Moodle. Each consists of 10 MCQs and takes about 20 minutes to complete. It will be open for 24 hours on Mondays week 5 and week 10 from the start of the lecture for students to complete either in class or at their own time. Given the wide time span provided for quiz completion, no make-up quizzes will be given. Specific arrangement for the Week 5 Quiz (which falls on a public holiday) will be announced in class.

Assessment Length

20 mins

Assessment information

These multiple choice questions knowledge tests will take place during lecture in Weeks 5 & 10. See MGMT5611 Quizzes Explained document in Moodle for more details.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

Landing page

Assessment Overview

An online landing page design for a new business idea and a new organisation after input from peer reviews.

Course Learning Outcomes

- CLO2 : Identify and synthesize sources of additional information, education, and advice for new organizations

Detailed Assessment Description

Details will be provided in lecture and tutorial. Your lecturer will refer you to the rubric on Moodle for requirements and criteria.

Assessment Length

1 page

Submission notes

Submission on Moodle

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

Live Pitch and Q&A

Assessment Overview

A presentation to pitch a new business idea and a new organisation to potential investors with Q&A after input from peer reviews.

Course Learning Outcomes

- CLO3 : Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders
- CLO4 : Coordinate a team to develop and launch and manage the new venture

Detailed Assessment Description

This assessment takes place during the Week 10 tutorial.

Attendance is mandatory for students to get graded for this assessment.

Note that the 30% weight of total grade that this assignment carries, 10% will be based on peer review of teammate contribution while the remaining 20% will be team-based pitch score (i.e., every team member will get the same team grade).

Assessment Length

3 minute Live Pitch & 5 minute Q&A

Submission notes

The assessment content will be delivered live during the Week 10 tutorial. No other submission is required.

Assessment information

Refer to MGMT5611 Assessment Explained - Pitch document in Moodle for more details.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

Hypotheses Test and Design

Assessment Overview

A written document on a new business idea and a new organisation with the hypotheses to test and verify.

Course Learning Outcomes

- CLO2 : Identify and synthesize sources of additional information, education, and advice for new organizations

Assessment Length

4 pages

Assessment information

More details will be provided by your lecturer in class and on Moodle during the term.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or

media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties. For more information on Generative AI and permitted use please see [here](#).

General Assessment Information

Detailed rubric will be provided and explained in class 2-3 weeks before the due date.

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>), not via your lecturer or tutor, who are not in a position to make such a decision.

Please disregard the description "Assignments include weekly progress updates, creating a succinct website and video, pitching your idea to a live panel of investors, and writing an executive summary" under the "Summary of the course" section. The assignments have been updated for T3 2024. For accurate assignment descriptions, please refer to all the information under the "Assessments" tab of the course outline.

Grading Basis

Standard

Requirements to pass course

Achieve a passing mark of 50 out of 100.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Make Something People Want 1: Problem framing
	Tutorial	Use design thinking approach to frame a problem worth solving.
Week 2 : 16 September - 22 September	Lecture	Make Something People Want 2: Sell Your Product Before It Exists
	Tutorial	Create a Landing Page to test the problem Landing Page (see assessments) done during Tutorial 2
Week 3 : 23 September - 29 September	Lecture	Make Something People Want 3: Customer development
	Tutorial	Students to volunteer to share their landing page drafts to receive feedback from tutor and classmates for revision and enhancement. Work on your Hypotheses Testing (see assessments): Identify your leap-of-faith assumptions for testing
Week 4 : 30 September - 6 October	Lecture	Product Market Fit 1: Prototyping Prototyping workshop Assignment due: Submit landing page on Moodle by 4pm, Friday, Week 4 of Term 1.
	Tutorial	Example of hypothesis testing Design your test
Week 5 : 7 October - 13 October	Lecture	Product-Market Fit 2: Real-world example Quiz 1 Note: This lecture falls on a public holiday. A pre-recorded lecture will replace the regular in-person lecture. No other makeup lectures will be required.
	Tutorial	Work on hypothesis testing assignment in consultation with tutor Note: Many tutorials fall on a public holiday (Monday of this week). Therefore, students are advised to work on their assignments on their own time during the week and consult their tutors for feedback where desired. Kindly understand that your tutor would not possibly meet everyone of you (either in-person or via Zoom) for consultation. Therefore, if you plan to consult your tutor, we strongly recommend that you do it with your project team members who are also interested in a consultation as a group so all of you get an equal chance of accessing your tutors.
Week 6 : 14 October - 20 October	Other	Flexibility Week
Week 7 : 21 October - 27 October	Lecture	Raise Money: the funding chain Assignment due: Submit Hypothesis Testing assignment on Moodle by 4pm, Monday, Week 7 of Term 1.
	Tutorial	The elements of a winning pitch
Week 8 : 28 October - 3 November	Lecture	Monetizing your business
	Tutorial	Pitch Practice 1 Getting ready for your pitch on week 10
Week 9 : 4 November - 10 November	Lecture	Scaling and growth
	Tutorial	Pitch practice 2 Getting ready for week 10's final pitch.
Week 10 : 11 November - 17 November	Lecture	Exit Strategies Quiz 2.
	Tutorial	Pitch challenge: Live Pitch (3min presentation, 5min Q&A) Note that the pitch challenge is a graded assignment/assessment of the course. It takes place during tutorial week 10. Absence without valid Special Consideration approval will be marked as 0 for this assignment.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

The business pitch assignment will take place during the last tutorial (i.e., week 10). Attendance is mandatory for receiving a mark in this assignment. Please ensure your availability before enrolling in this course.

Course Resources

Prescribed Resources

Ries, E., 2011. The Lean Startup. Crown Business.

Additional videos and articles supplied in the class reading list on Moodle.

Course Evaluation and Development

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality. For example, in response to students' feedback that having the first assignment due in week 3 is challenging, we have delayed its due date to week 4 to allow students more time to settle in and get up to speed, so that they can perform better on this assignment.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Siran Zhan					No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as

listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time

extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#),

which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.