



UNSW Course Outline

ENTR9002 Business Model and Lean Startup Methodologies - 2024

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General Course Information

Course Code : ENTR9002

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : AGSM MBA Programs

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

Launching a new venture, be it a tech-startup, a small business, or a project within a large organisation, has traditionally been a risky and uncertain endeavour. While there is not a one size fits all blueprint for startup success, understanding the market and leveraging key business

concepts and tools such as the lean startup methodology are critical for de-risking a startup venture.

This course will equip students with skills to assess market conditions, design experiments to validate business hypotheses, and adapt business models for maximum impact.

The course also recognises that a startup's success is often intertwined with its founder's personal brand. Therefore, as students master Lean Startup principles like customer discovery and product-market fit, they will also explore personal branding as a strategic tool. Utilising platforms such as LinkedIn, students will learn to amplify business awareness and credibility, thereby aiding customer discovery and validation processes.

Through hands-on exercises and case studies, students will explore lean startup principles, including the importance of traction indicators for gauging product-market-fit across all stages of growth. This course places a strong emphasis on practical skills such as effective communication channels, customer segmentation, and the agility required for experimentation and rapid iteration. The goal is to equip students with the skills needed to build a scalable and sustainable startup venture.

Course Aims

The aim of this course is to provide students with a foundational understanding of the tools and methodologies for assessing and testing business models under the Lean Startup framework. This includes the Lean Canvas, Value Proposition Canvas, and business testing frameworks to make data-driven decisions. The course will also introduce personal branding as a strategic asset, teaching students how to utilise platforms like LinkedIn to amplify business awareness, gain credibility, and aid in customer discovery and validation processes.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Lean Startup Principles: Students will grasp the core principles of the Lean Startup methodology, including the concepts of minimum viable product (MVP), validated learning, rapid experimentation, and iterative development.
CL02 : Market Validation Techniques: Students will design and conduct effective experiments to validate business hypotheses, gather feedback, and make data-driven decisions for product development and market entry.
CL03 : Business Model & Lean Canvas: Students will utilise the Lean Canvas to visualise, analyse, and refine their business models, ensuring a clear understanding of key components such as value proposition, revenue streams, traction metrics and customer segments.
CL04 : Business Awareness via Personal Branding: Students will build brand awareness through utilising professional communication, personal branding, tailored stakeholder messaging and business tools. Students will also identify channels for market communication through the lean startup theory.
CL05 : Global Perspective on Startups: Students will explore the complexities in launching a startup in a global context. They will identify and navigate the unique cultural, regulatory, and market variations in different international settings, enabling them to to conduct comprehensive competitor analysis and adapt their business models in diverse global markets.

Course Learning Outcomes	Assessment Item
CLO1 : Lean Startup Principles: Students will grasp the core principles of the Lean Startup methodology, including the concepts of minimum viable product (MVP), validated learning, rapid experimentation, and iterative development.	• Designing & Running Experiments
CLO2 : Market Validation Techniques: Students will design and conduct effective experiments to validate business hypotheses, gather feedback, and make data-driven decisions for product development and market entry.	• Personal Branding Deliverables • Designing & Running Experiments
CLO3 : Business Model & Lean Canvas: Students will utilise the Lean Canvas to visualise, analyse, and refine their business models, ensuring a clear understanding of key components such as value proposition, revenue streams, traction metrics and customer segments.	• Business Model & Lean Canvas
CLO4 : Business Awareness via Personal Branding: Students will build brand awareness through utilising professional communication, personal branding, tailored stakeholder messaging and business tools. Students will also identify channels for market communication through the lean startup theory.	• Personal Branding Deliverables
CLO5 : Global Perspective on Startups: Students will explore the complexities in launching a startup in a global context. They will identify and navigate the unique cultural, regulatory, and market variations in different international settings, enabling them to to conduct comprehensive competitor analysis and adapt their business models in diverse global markets.	• Business Model & Lean Canvas

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Personal Branding Deliverables Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 1A - June 14; 1B - June 21; 1C - July 10
Designing & Running Experiments Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 2A & 2B - June 30; 2C - July 28
Business Model & Lean Canvas Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 09/08/2024 05:00 PM

Assessment Details

Personal Branding Deliverables

Assessment Overview

1A. Personal SWOT Analysis - Max. 500 words (10%)

Students will evaluate their own personal brand's Strengths, Weaknesses, Opportunities, and Threats (SWOT). This task should be submitted as a written document, with examples or evidence to support each point.

1B. LinkedIn Optimisation (10%)

Based on the insights from Assessment 1A, students are to optimise their LinkedIn profiles and submit before-and-after screenshots along with a justification of the changes made.

1C. Customer Validation via LinkedIn - Portfolio (10%)

Students will use use LinkedIn to identify at least 20 potential customers or stakeholders within their chosen customer segment. They should document in a portfolio

- The rationale for their selection
- Their efforts and strategy to professionally and respectfully initiate engagement with the potential customers. (e.g copies of crafted messages, posts)
- Learnings from the interaction and how it will feed back into the business model design.

Course Learning Outcomes

- CLO2 : Market Validation Techniques: Students will design and conduct effective experiments to validate business hypotheses, gather feedback, and make data-driven decisions for product development and market entry.
- CLO4 : Business Awareness via Personal Branding: Students will build brand awareness through utilising professional communication, personal branding, tailored stakeholder messaging and business tools. Students will also identify channels for market

communication through the lean startup theory.

Assessment information

Your course convenor will provide a rubric with assessment criteria outlined.

Assignment submission Turnitin type

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

Designing & Running Experiments

Assessment Overview

2A. Assumptions & Experiments (5%)

In one A4 page, students are to identify and list 5-10 key assumptions they have made on the hypothetical startup idea they are working on, and design experiments that allow them to validate cheaply and learn quickly.

2B. Execution (15%)

Students are to plan and execute two experiments listed in 2A. They should document their plan and findings, as well as how it feeds back into the business model design.

2C. Defining an MVP (20%)

Taking the learnings from previous discovery and validation exercises, students are to define a Minimum Viable Product (MVP) for their startup idea. They are expected to produce an MVP definition document which includes:

- Target Audience: Description of the early adopters for their MVP.
- The unique value proposition their MVP offers to the customer segment.
- Features: List and description of the "must-have" features that will be included in the MVP.
- Justification: Explain why these features are essential to solving the core problem and how they align with the needs of the target audience.

Course Learning Outcomes

- CL01 : Lean Startup Principles: Students will grasp the core principles of the Lean Startup methodology, including the concepts of minimum viable product (MVP), validated learning, rapid experimentation, and iterative development.
- CL02 : Market Validation Techniques: Students will design and conduct effective experiments to validate business hypotheses, gather feedback, and make data-driven decisions for product development and market entry.

Assessment information

Your course convenor will provide a rubric with assessment criteria outlined.

Assignment submission Turnitin type

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

Business Model & Lean Canvas

Assessment Overview

Students are required to develop a Lean Canvas for their startup venture. In addition, they must submit a supplementary summary that elaborates on their considerations regarding the startup's adaptability to international markets.

Deliverables:

3A. Lean Canvas (20%)

3B. Supplementary Summary - Max. 500 words (10%)

Course Learning Outcomes

- CLO3 : Business Model & Lean Canvas: Students will utilise the Lean Canvas to visualise, analyse, and refine their business models, ensuring a clear understanding of key components such as value proposition, revenue streams, traction metrics and customer segments.
- CLO5 : Global Perspective on Startups: Students will explore the complexities in launching a startup in a global context. They will identify and navigate the unique cultural, regulatory, and market variations in different international settings, enabling them to to conduct comprehensive competitor analysis and adapt their business models in diverse global markets.

Assessment information

Your course convenor will provide a rubric with assessment criteria outlined.

Assignment submission Turnitin type

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

General Assessment Information

Academic Integrity

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. 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 Student Code, 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.

Referencing Style

In your assessments you may need to cite sources for your secondary research. For example, you may have gleaned some statistics from a research paper, or gathered market sizing information from IBISWorld.

Please use APA author-date referencing style for citations. You can find some great instructions [here](#):

<https://www.student.unsw.edu.au/apa>

Referencing is a pain if you don't keep on top of your sources. One way to save yourself a lot of time and stress is to use a tool like Zotero ([zotero.org](https://www.zotero.org)) while you write your paper. This can generate a bibliography for you automatically if you use its word processor plugin.

Grading Basis

Standard

Requirements to pass course

Student needs to attempt all assessments

Course Schedule

Attendance Requirements

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

General Schedule Information

Students who do well in ENTR9002 generally:

- Show up for their lectures and especially the tutorials
- Get feedback on drafts of their work, and make use of office hours or coaching sessions

Course Resources

Course Evaluation and Development

Feedback on the course is gathered periodically using various means, including the UNSW

myExperience process, informal discussion in the final class for the course, and the school's Student/Staff meetings.

Your feedback is taken seriously, and continual improvements are made to the course based, in part, on such feedback.

Feedback and the resulting improvements will be summarised and posted on the course Moodle page each time the course is run.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Rita Wu		Michael Crouch Innovation Centre, UNSW Kensington		By appointment only	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 [key policies and support](#) 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 [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [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 Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. 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 Student Code, 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

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. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration 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.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

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