UNSW Course Outline

MNGT5202 Entrepreneurship and Innovation (Full-time, Session 3, Kensington) - 2024

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General Course Information

Course Code : MNGT5202
Year : 2024
Term : Term 3
Teaching Period : T3
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

This course suits individuals looking to build their strategic abilities around entrepreneurship and

the innovation associated with entrepreneurship. It provides exposure to both the fundamentals of business innovation and the practical aspects of identifying, evaluating and moving business ideas forward. The course uniquely exposes current students with current ideas and thoughts from innovators, venture capital (VC) groups, and successful startup CEOs within the Sydney ecosystem.

This dynamic course pulls together many of the components already learned in the MBA Program, providing those with entrepreneurial aspirations the opportunity to realise their dreams.

Two streams of entrepreneurship are covered in the course: startup creation and startup innovation. Specific methodologies covered include integrated experiences of Design Thinking and The Lean Startup.

This is a hands-on opportunity to learn about venture creation, startup resourcing, strategy and management, design and innovation involving your own startup. Entrepreneurship and innovation is a hot topic today – many startups continue to raise money through angel investors and VCs, but the road is a challenging one.

Understanding what makes entrepreneurship and innovation in startups work is paramount to success. We will help you develop your confidence, your products, your pitch, and your funding to help get you started on the road to your startup success.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Develop the entrepreneurial mindset	• PLO1 : Business Knowledge
CLO2 : Identify common characteristics of successful entrepreneurs and ventures - startup and corporate	• PLO2 : Problem Solving
CLO3 : Understand and apply concepts such as minimal viable product, split testing, 'fast-fail', product-market fit, the Business Model Canvas and Design Thinking	• PLO2 : Problem Solving
CLO4 : Identify a range of strategic options for growing an entrepreneurial venture and their strengths and weaknesses, including government funding and commercial funding	• PLO2 : Problem Solving
CLO5 : Understand the different forms of corporate innovation and entrepreneurship and what makes them successful	• PLO1 : Business Knowledge
CLO6 : Analyse ethical obligations and ethical professional practices within organisations as they apply to the startup and key stakeholders	• PLO2 : Problem Solving • PLO5 : Responsible Business Practice
CLO7 : Understand how social impact entrepreneurship has the potential to make the world a better place	• PLO1 : Business Knowledge • PLO5 : Responsible Business Practice
CLO8 : Apply the Lean Startup methodology to a project	• PLO2 : Problem Solving
CLO9 : Take advantage of the local entrepreneurial ecosystem compared to international ecosystems.	• PLO2 : Problem Solving

Course Learning Outcomes	Assessment Item
CLO1 : Develop the entrepreneurial mindset	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO2 : Identify common characteristics of successful entrepreneurs and ventures - startup and corporate	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO3 : Understand and apply concepts such as minimal viable product, split testing, 'fast-fail', product-market fit, the Business Model Canvas and Design Thinking	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO4 : Identify a range of strategic options for growing an entrepreneurial venture and their strengths and weaknesses, including government funding and commercial funding	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO5 : Understand the different forms of corporate innovation and entrepreneurship and what makes them successful	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO6 : Analyse ethical obligations and ethical professional practices within organisations as they apply to the startup and key stakeholders	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO7 : Understand how social impact entrepreneurship has the potential to make the world a better place	• Assessment 1: Participation and Engagement • Assessment 2: Minor Project • Assessment 3: Major Project
CLO8 : Apply the Lean Startup methodology to a project	• Assessment 2: Minor Project • Assessment 3: Major Project
CLO9 : Take advantage of the local entrepreneurial ecosystem compared to international ecosystems.	• Assessment 2: Minor Project • Assessment 3: Major Project

Learning and Teaching Technologies

Moodle - Learning Management System

Additional Course Information

The course aims to provide MBA students with foundational knowledge and skills in entrepreneurship, lean startup and design thinking methodologies applied in startups. It explores key issues in the development of startups, innovation and entrepreneurship.

Structure:

Unit 1: Understanding Responsible Management in the context of Entrepreneurship and Innovation introduces the course and more specifically discusses material issues related to responsible management in the context of Entrepreneurship and Innovation.

Unit 2: Developing the Entrepreneurial Mindset focuses on the development of your mindset as an entrepreneur. It will help you hone the skills you need to start your own enterprise with potential for growth and funding.

Unit 3: Developing your Idea encourages you to generate and develop the idea or product in which you want to invest.

Unit 4: Working within the Ecosystem focuses on taking the idea into the big wide world of the entrepreneurial ecosystem and working within the ecosystem.

Unit 5: Designing your Pitch and the Sydney Scene has two main purposes:

- it focuses on helping you develop your pitch
- it compares the Sydney startup scene with those around the world.

Unit 6: Gaining Traction considers how to create the best product or solution that operationalises the idea in a build fast, test and pivot way, which enables the entrepreneur to quickly learn from failure.

Unit 7: Digital Nomads and the Sydney Serial Entrepreneurs considers how to be entrepreneurial while 'Working From Anywhere (WFA)' as potentially a 'digital nomad', thus opting out of the corporate rat-race.

Unit 8: Getting Funding focuses on the development of mindset for winning capital.

Unit 9: Social Entrepreneurism focuses on helping you find solutions to socioeconomic problems, including social exclusion, social inequity and market failure.

Unit 10: Innovation and an Innovation Culture to Sustain the Startup prepares you for changing your role from being the entrepreneur to the strategic leader. The focus of the Unit is particularly on digital innovation and introducing innovation culture within the organisation.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Assessment 1: Participation and Engagement Assessment Format: Individual	20%	Due Date: Throughout the term	• PLO1 : Business Knowledge • PLO2 : Problem Solving
Assessment 2: Minor Project Assessment Format: Group	30%	Due Date: Friday of Week 7 during class	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice
Assessment 3: Major Project Assessment Format: Individual	50%	Due Date: Friday of Week 11 in class; slides and any other supporting materials to be submitted by 9am Sydney time on that day	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice

Assessment Details

Assessment 1: Participation and Engagement

Assessment Overview

You are required to attend class fully prepared and provide high-quality contributions to all class discussions and activities.

Course Learning Outcomes

- CLO1 : Develop the entrepreneurial mindset
- CLO2 : Identify common characteristics of successful entrepreneurs and ventures - startup and corporate
- CLO3 : Understand and apply concepts such as minimal viable product, split testing, 'fast-fail', product-market fit, the Business Model Canvas and Design Thinking
- CLO4 : Identify a range of strategic options for growing an entrepreneurial venture and their strengths and weaknesses, including government funding and commercial funding
- CLO5 : Understand the different forms of corporate innovation and entrepreneurship and what makes them successful
- CLO6 : Analyse ethical obligations and ethical professional practices within organisations as they apply to the startup and key stakeholders
- CLO7 : Understand how social impact entrepreneurship has the potential to make the world a better place

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.

Assessment 2: Minor Project

Assessment Overview

You will collaboratively develop a startup plan and present a compelling pitch that integrates and applies entrepreneurial concepts.

Course Learning Outcomes

- CLO1 : Develop the entrepreneurial mindset
- CLO2 : Identify common characteristics of successful entrepreneurs and ventures - startup and corporate
- CLO3 : Understand and apply concepts such as minimal viable product, split testing, 'fast-fail', product-market fit, the Business Model Canvas and Design Thinking
- CLO4 : Identify a range of strategic options for growing an entrepreneurial venture and their strengths and weaknesses, including government funding and commercial funding
- CLO5 : Understand the different forms of corporate innovation and entrepreneurship and what makes them successful
- CLO6 : Analyse ethical obligations and ethical professional practices within organisations as they apply to the startup and key stakeholders
- CLO7 : Understand how social impact entrepreneurship has the potential to make the world a better place
- CLO8 : Apply the Lean Startup methodology to a project
- CLO9 : Take advantage of the local entrepreneurial ecosystem compared to international ecosystems.

Assessment Length

8-minute presentation followed by a 7-minute Q&A session

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.
Any output of generative AI tools, software or services that is used within your assessment must

be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. 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.

Assessment 3: Major Project

Assessment Overview

You will focus on a specific component of the startup plan submitted for Assessment 2 and develop it in greater depth.

Course Learning Outcomes

- CLO1 : Develop the entrepreneurial mindset
- CLO2 : Identify common characteristics of successful entrepreneurs and ventures - startup and corporate
- CLO3 : Understand and apply concepts such as minimal viable product, split testing, 'fast-fail', product-market fit, the Business Model Canvas and Design Thinking
- CLO4 : Identify a range of strategic options for growing an entrepreneurial venture and their strengths and weaknesses, including government funding and commercial funding
- CLO5 : Understand the different forms of corporate innovation and entrepreneurship and what makes them successful
- CLO6 : Analyse ethical obligations and ethical professional practices within organisations as they apply to the startup and key stakeholders
- CLO7 : Understand how social impact entrepreneurship has the potential to make the world a better place
- CLO8 : Apply the Lean Startup methodology to a project
- CLO9 : Take advantage of the local entrepreneurial ecosystem compared to international ecosystems.

Assessment Length

5-minute presentation; plus slides and any other supporting materials

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

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General Assessment Information

Grading Basis

Standard

Requirements to pass course

Students are expected to attempt all assessment requirements, and must achieve a composite mark of at least 50 out of 100 to pass the course.

Students are also expected to actively engage in course learning activities. Failure to engage in assessment tasks that are integrated into learning activities (e.g. class discussion, presentations) will be reflected in the marks for these assessable activities.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 3 : 23 September - 29 September	Topic	Class 1 - Unit 1: Understanding Responsible Management in the context of E&I Unit 2: Developing the entrepreneurial mindset
	Assessment	Assessment 1: Participation and engagement
Week 4 : 30 September - 6 October	Topic	Class 2 - Unit 3: Developing your idea Unit 4: Working within the ecosystem Class 3 - Unit 5: Designing your pitch and the Sydney scene Unit 6: Gaining traction
	Assessment	Assessment 1: Participation and engagement
Week 5 : 7 October - 13 October	Other	No class
Week 6 : 14 October - 20 October	Other	Global Network Week/Independent Study Week
Week 7 : 21 October - 27 October	Topic	Class 4 - Assessment 2: Minor Project - Group presentations in class Class 5 - Unit 7: Digital nomads and the Sydney serial entrepreneurs
	Assessment	Assessment 1: Participation and engagement Assessment 2: Minor Project due for presentation by groups in Class 4
Week 8 : 28 October - 3 November	Other	No class
Week 9 : 4 November - 10 November	Topic	Class 6 - Unit 8: Getting funding Class 7 - Unit 9: Social Entrepreneurism Unit 10: Innovation and an innovation culture ot sustain the startup
	Assessment	Assessment 1: Participation and engagement
Week 10 : 11 November - 17 November	Topic	Class 8 - Advanced topics and integration of concepts
	Assessment	Assessment 1: Participation and engagement
Week 11 : 18 November - 24 November	Assessment	Class 9 and Class 10 - Assessment 3: Major Project - individual presentations in class, with slides and any other supporting materials to be submitted in Moodle by 9am Sydney time on the same day

Attendance Requirements

Students must attend the scheduled in-person three-hour facilitated class discussions.

Course Resources

Prescribed Resources

You have three major resources to support your learning in this Course:

1. The course materials comprising Units 1 to 10, the Course Outline and the Assessment Details. You will do much of your learning independently by working through the learning materials, and by completing the activities in the Course Materials and the Assessment tasks in the course.
2. The learning activities set by your Facilitator for each Unit. Your Facilitator will set a mixture of

discussions and activities as appropriate for each of the Units in the course. The Facilitator's job is to facilitate your learning by facilitating the discussion, answering questions that arise and providing insights from their own practical experience and understanding of theory, as well as providing you with feedback on your assessments.

3. Your co-participants. Your colleagues in the class are an invaluable potential source of learning for you. Their work and life, and their willingness to question and argue with the course materials, the Facilitator and your views, represent a great learning opportunity. They bring much valuable insight to the learning experience.

Course Evaluation and Development

Students enjoy the contemporary material, the opportunity to research the entrepreneurial scene and the practical assessments that give them a real-world understanding of the various course concepts. They also appreciate the video interviews within the course materials that allow them to hear from industry experts on the challenges and opportunities in the innovation space.

Assessments have been revised for Term 3 2024.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Facilitator in charge	Christopher M arr					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 Plagarism

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

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 submited.

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.