UNSW Course Outline

GSOE9220 Launching a Startup - 2024

Published on the 11 Feb 2024

General Course Information

Course Code : GSOE9220
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : Faculty of Engineering
Academic Unit : School of Computer Science and Engineering
Delivery Mode : Online
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 aims to provide students with the skills necessary to start and grow a startup idea. Whilst some aspects of entrepreneurship can be learned from case studies, research on entrepreneurship education has shows that a learn-by-doing approach is most effective. During

the course students form teams, identify potential business opportunities and utilise enquiry based learning to assess the viability of their business model. Each team will receive deep mentor engagement along the way. Students will also gain access to comprehensive resources designed to accelerate learning and ensure that they are equipped with the tools to become successful entrepreneurs. Students studying this course will access the minds of successful, highly articulate and innovative entrepreneurs (guest speakers) who live and breathe business. Thinking innovatively, creating a business, and developing a team are core entrepreneurial skills that the course teaches.

Topics covered in this course include: identifying a problem, identifying the target market, building a minimum viable product to address that problem, determining a suitable revenue model, pricing strategy, debt and equity finance, creating a budget, legal aspects of commencing a startup, accounting aspects of commencing a startup, sales and marketing, people and culture, raising capital, growth and exit strategy.

Course Aims

Students will learn business principles, develop skills in identifying business opportunities, propose a business idea (a start-up), and use best practice methodology to validate the idea.

This course places emphasis on practical skills: creativity, public speaking and presentation skills, teamwork, problem-solving, self-management, interpersonal communication and identifying and enhancing personal strengths.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify and systematically evaluate business opportunities
CLO2 : Identify and critically analyse business ideas to determine a startup idea's viability and scalability
CLO3 : Develop entrepreneurial skills to assess business opportunities with limited resources through experiential-learning
CLO4 : Develop interpersonal and project management skills by working in small teams to develop and manage a startup idea
CLO5 : Clearly and concisely communicate a persuasive startup pitch detailing the value proposition of the startup to various stakeholders including investors and customers

Course Learning Outcomes	Assessment Item
CLO1 : Identify and systematically evaluate business opportunities	• Mid-term Quiz
CLO2 : Identify and critically analyse business ideas to determine a startup idea's viability and scalability	• Mid-term Quiz
CLO3 : Develop entrepreneurial skills to assess business opportunities with limited resources through experiential-learning	• Group component of project
CLO4 : Develop interpersonal and project management skills by working in small teams to develop and manage a startup idea	• Group component of project
CLO5 : Clearly and concisely communicate a persuasive startup pitch detailing the value proposition of the startup to various stakeholders including investors and customers	• Individual component of project

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Mid-term Quiz Assessment Format: Individual	30%	Due Date: Week 5: 11 March - 17 March
Group component of project Assessment Format: Group	30%	Start Date: Not Applicable Due Date: End of term (see assessment handout for specifics)
Individual component of project Assessment Format: Individual	40%	Due Date: End of term (see assessment handout for specifics)

Assessment Details

Mid-term Quiz

Assessment Overview

Mid-term mutliple-choice quiz held at UNSW campus (in person). Feedback via marks and review in class.

Course Learning Outcomes

- CLO1 : Identify and systematically evaluate business opportunities
- CLO2 : Identify and critically analyse business ideas to determine a startup idea's viability and scalability

Group component of project

Assessment Overview

Mark awarded to group for end-of-term presentation of their start-up idea (i.,e. the pitch and the pitch deck). A rubric indicates precisely what will be assessed and feedback will be given to each group.

Course Learning Outcomes

- CLO3 : Develop entrepreneurial skills to assess business opportunities with limited resources through experiential-learning
- CLO4 : Develop interpersonal and project management skills by working in small teams to develop and manage a startup idea

Individual component of project

Assessment Overview

Mark awarded to individuals for their presentation in the end-of-term project pitch. A rubric

indicates what aspects of the presentation are assessed, and feedback will be provided via a mark and written comments. Also includes ability to handle questions after presentation, and participation in the team work for the project.

<u>Course Learning Outcomes</u>

- CLO5 : Clearly and concisely communicate a persuasive startup pitch detailing the value proposition of the startup to various stakeholders including investors and customers

General Assessment Information

<u>Grading Basis</u>

Standard

Course Schedule

Attendance Requirements

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

General Schedule Information

Week 1:

- Introduction to entrepreneurship
- Overview of assessments
- Identifying a problem
- Conducting market research
- Target market

Week 2:

- Competitor analysis
- Developing a solution & building a product
- User experience and data driven decisions

Week 3:

- Legal aspects of a startup
- Finance (debt, equity, bootstrapped)
- Accounting aspects of starting a business (balance sheet, profit and loss, cash flow statement, creating a budget etc)

Week 4:

- Company tax
- Government incentives

Week 5:

- Marketing
- Customer acquisition
- Customer service
- Growth
- Finance (debt, equity, bootstrapped)

Week 7:

- Building teams and cultures that work in startups (and how to look after yourself along the way)
- Presentation/pitch skills

Week 8:

- Exit strategy
- Assessment help

Week 9:

- Assessment help

Week 10:

- Venture capital
- Pitches

Course Resources

Prescribed Resources

Please refer to resources on Moodle

Recommended Resources

Please refer to resources on Moodle

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Sapna Patel					Yes	Yes

Other Useful Information
Academic Information

I. Special consideration and supplementary assessment

If you have experienced an illness or misadventure beyond your control that will interfere with your assessment performance, you are eligible to apply for Special Consideration prior to, or within 3 working days of, submitting an assessment or sitting an exam.

Please note that UNSW has a Fit to Sit rule, which means that if you sit an exam, you are declaring yourself fit enough to do so and cannot later apply for Special Consideration.

For details of applying for Special Consideration and conditions for the award of supplementary assessment, please see the information on UNSW's Special Consideration page.

II. Administrative matters and links

All students are expected to read and be familiar with UNSW guidelines and polices. In particular, students should be familiar with the following:

- Attendance
- UNSW Email Address
- Special Consideration
- Exams
- Approved Calculators
- Academic Honesty and Plagiarism
- Equitable Learning Services

III. Equity and diversity

Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the course convener prior to, or at the commencement of, their course, or with the Equity Officer (Disability) in the Equitable Learning Services. Issues to be discussed may include access to materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.

IV. Professional Outcomes and Program Design

Students are able to review the relevant professional outcomes and program designs for their streams by going to the following link: https://www.unsw.edu.au/engineering/student-life/student-resources/program-design.

Note: This course outline sets out the description of classes at the date the Course Outline is published. The nature of classes may change during the Term after the Course Outline is published. Moodle or your primary learning management system (LMS) should be consulted for the up-to-date class descriptions. If there is any inconsistency in the description of activities between the University timetable and the Course Outline/Moodle/LMS, the description in the Course Outline/Moodle/LMS applies.

Academic Honesty and Plagarism

UNSW has an ongoing commitment to fostering a culture of learning informed by academic integrity. All UNSW students have a responsibility to adhere to this principle of academic integrity. Plagiarism undermines academic integrity and is not tolerated at UNSW. *Plagiarism at UNSW is defined as using the words or ideas of others and passing them off as your own.*

Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. UNSW has produced a website with a wealth of resources to support students to understand and avoid plagiarism, visit: student.unsw.edu.au/plagiarism. The Learning Centre assists students with understanding academic integrity and how not to plagiarise. They also hold workshops and can help students one-on-one.

You are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and the proper referencing of sources in preparing all assessment tasks.

Repeated plagiarism (even in first year), plagiarism after first year, or serious instances, may also be investigated under the Student Misconduct Procedures. The penalties under the procedures can include a reduction in marks, failing a course or for the most serious matters (like plagiarism in an honours thesis or contract cheating) even suspension from the university. The Student Misconduct Procedures are available here:

www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf

Submission of Assessment Tasks

Work submitted late without an approved extension by the course coordinator or delegated authority is subject to a late penalty of five percent (5%) of the maximum mark possible for that assessment item, per calendar day.

The late penalty is applied per calendar day (including weekends and public holidays) that the assessment is overdue. There is no pro-rata of the late penalty for submissions made part way through a day. This is for all assessments where a penalty applies.

Work submitted after five days (120 hours) will not be accepted and a mark of zero will be awarded for that assessment item.

For some assessment items, a late penalty may not be appropriate. These will be clearly indicated in the course outline, and such assessments will receive a mark of zero if not completed by the specified date. Examples include:

- Weekly online tests or laboratory work worth a small proportion of the subject mark;
- Exams, peer feedback and team evaluation surveys;
- Online quizzes where answers are released to students on completion;
- Professional assessment tasks, where the intention is to create an authentic assessment that has an absolute submission date; and,
- Pass/Fail assessment tasks.

Faculty-specific Information

Engineering Student Support Services – The Nucleus - enrolment, progression checks, clash requests, course issues or program-related queries

Engineering Industrial Training – Industrial training questions

UNSW Study Abroad – study abroad student enquiries (for inbound students)

UNSW Exchange – student exchange enquiries (for inbound students)

UNSW Future Students – potential student enquiries e.g. admissions, fees, programs, credit transfer

Phone

(+61 2) 9385 8500 – Nucleus Student Hub

(+61 2) 9385 7661 – Engineering Industrial Training

(+61 2) 9385 3179 – UNSW Study Abroad and UNSW Exchange (for inbound students)

School Contact Information

CSE Help! - on the Ground Floor of K17

- For assistance with coursework assessments.

The Nucleus Student Hub - https://nucleus.unsw.edu.au/en/contact-us

- Course enrolment queries.

Grievance Officer - grievance-officer@cse.unsw.edu.au

- If the course convenor gives an inadequate response to a query or when the course convenor does not respond to a query about assessment.

Student Reps - stureps@cse.unsw.edu.au

- If some aspect of a course needs urgent improvement. (e.g. Nobody responding to forum queries, cannot understand the lecturer)