



UNSW Course Outline

ENTR9005 Startup 360 - 2024

Published on the 27 Aug 2024

General Course Information

Course Code : ENTR9005

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 introduces students to the importance of funding and legal frameworks to the success of innovation.

No prior legal knowledge is required as students will learn the basics of intellectual property law - for example, copyright and trademarks - and how that impacts business strategy for growth.

Students will also explore the funding options and financial frameworks that a startup can use to grow, from angel investing to venture capital rounds. Each of these tools and funding systems are varied and students will learn how to assess the pros and cons of these through real case studies. The students will also actively practise a professional level of communication to a varying range of stakeholders. This will include understanding the purpose, format and audience of a situation to inform best representation and outcomes.

This course is supported by guest entrepreneurs who will come to class and share their experiences for real world learning and insights.

Course Aims

The aim of this course is for students to consider and have a fundamental understanding of the important of funding and legal frameworks that apply to a startup in Australia.

Students will gain fundamental understanding of intellectual property law, copyright and trademarks and how that impacts business strategy for growth. As well as explore and be able to assess the pros and cons of the difference funding models that are available for startups growth.

The students learning is supported by guest entrepreneurs who will share their experiences to provide personal insights to this theory.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Business Communication Strategies: Students will practise and implement various communication strategies used in the startup ecosystem, such as networking, storytelling, elevator pitches, and effective communication to different stakeholder groups.	• PLO3 : Leadership
CLO2 : Entrepreneurial Finance: Analyse and articulate the value and use case for the different financial principles and funding strategies specifically tailored to the unique needs of startup ventures including bootstrapping, seed funding, and scaling strategies.	• PLO4 : Global Impact
CLO3 : Financial Reporting and Disclosure: Analyse and apply financial reporting standards and disclosures required for investors, lenders, and other stakeholders, ensuring transparency, compliance and accurate representation of financial performance.	• PLO3 : Leadership
CLO4 : Legal Ethics and Professional Responsibility: Students will analyse and apply legal frameworks and ethical standards for establishing and operating businesses in Australia and internationally.	• PLO3 : Leadership

Course Learning Outcomes	Assessment Item
CLO1 : Business Communication Strategies: Students will practise and implement various communication strategies used in the startup ecosystem, such as networking, storytelling, elevator pitches, and effective communication to different stakeholder groups.	<ul style="list-style-type: none"> • Financial Modelling & Legal Considerations • Startup Funding Pitch (5min + Q&A)
CLO2 : Entrepreneurial Finance: Analyse and articulate the value and use case for the different financial principles and funding strategies specifically tailored to the unique needs of startup ventures including bootstrapping, seed funding, and scaling strategies.	<ul style="list-style-type: none"> • Case Study Analysis - Written report (Max. 2000 words) • Financial Modelling & Legal Considerations • Startup Funding Pitch (5min + Q&A)
CLO3 : Financial Reporting and Disclosure: Analyse and apply financial reporting standards and disclosures required for investors, lenders, and other stakeholders, ensuring transparency, compliance and accurate representation of financial performance.	<ul style="list-style-type: none"> • Case Study Analysis - Written report (Max. 2000 words) • Financial Modelling & Legal Considerations • Startup Funding Pitch (5min + Q&A)
CLO4 : Legal Ethics and Professional Responsibility: Students will analyse and apply legal frameworks and ethical standards for establishing and operating businesses in Australia and internationally.	<ul style="list-style-type: none"> • Case Study Analysis - Written report (Max. 2000 words) • Startup Funding Pitch (5min + Q&A)

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Case Study Analysis - Written report (Max. 2000 words) Assessment Format: Individual Short Extension: Yes (7 days)	20%	Start Date: Not Applicable Due Date: 08/10/2024 05:00 PM
Financial Modelling & Legal Considerations Assessment Format: Individual Short Extension: Yes (7 days)	50%	Due Date: 11/11/2024 05:00 PM
Startup Funding Pitch (5min + Q&A) Assessment Format: Individual Short Extension: Yes (7 days)	30%	Start Date: Not Applicable Due Date: 15/11/2024 10:00 AM

Assessment Details

Case Study Analysis - Written report (Max. 2000 words)

Assessment Overview

Students present a report on two startups and their critical funding decision point (e.g., choosing between bootstrapping, seeking angel investment, or pursuing venture capital). Students analyse the situation, evaluate the advantages and disadvantages of each funding option, and recommend the most suitable funding strategy based on the startup's unique needs, growth potential, and risk profile.

Course Learning Outcomes

- CLO2 : Entrepreneurial Finance: Analyse and articulate the value and use case for the different financial principles and funding strategies specifically tailored to the unique needs of startup ventures including bootstrapping, seed funding, and scaling strategies.
- CLO3 : Financial Reporting and Disclosure: Analyse and apply financial reporting standards and disclosures required for investors, lenders, and other stakeholders, ensuring transparency, compliance and accurate representation of financial performance.
- CLO4 : Legal Ethics and Professional Responsibility: Students will analyse and apply legal frameworks and ethical standards for establishing and operating businesses in Australia and internationally.

Submission notes

submit via Moodle

Assignment submission Turnitin type

This is not a Turnitin assignment

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](#).

Financial Modelling & Legal Considerations

Assessment Overview

Students are required to submit a comprehensive plan for a hypothetical startup, which includes both a go-to-market financial model and a legal and ethical compliance plan.

Students will present a go to market financial modelling and supporting report on the strategy applied of a hypothetical startup. This includes:

- Go-to-Market Financial Model
 - Unit metrics
 - Profit and loss tables
 - Margins for sales
 - Supply chains and distribution
- Legal and Ethical Compliance Plan
 - Legal responsibilities the startup needs to consider
 - Ethical considerations for the business
 - Overview of relevant laws and standards in Australia and potential international markets

Deliverables

2A. Individual report (Max. 3000 words) - 35%

2B. 5min presentation - 15%

Course Learning Outcomes

- CL01 : Business Communication Strategies: Students will practise and implement various communication strategies used in the startup ecosystem, such as networking, storytelling, elevator pitches, and effective communication to different stakeholder groups.
- CL02 : Entrepreneurial Finance: Analyse and articulate the value and use case for the different financial principles and funding strategies specifically tailored to the unique needs of startup ventures including bootstrapping, seed funding, and scaling strategies.
- CL03 : Financial Reporting and Disclosure: Analyse and apply financial reporting standards and disclosures required for investors, lenders, and other stakeholders, ensuring transparency, compliance and accurate representation of financial performance.

Detailed Assessment Description

Deliverable 2A due at 5pm on Monday of Week 10

Submission notes

submit via moodle

Assignment submission Turnitin type

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Startup Funding Pitch (5min + Q&A)

Assessment Overview

Student to prepare an investment pitch presentation for a hypothetical startup, highlighting the financial needs, funding strategies, and scaling plans. The student should demonstrate effective

communication skills and the ability to articulate the financial aspects of the startup to potential investors.

Course Learning Outcomes

- CL01 : Business Communication Strategies: Students will practise and implement various communication strategies used in the startup ecosystem, such as networking, storytelling, elevator pitches, and effective communication to different stakeholder groups.
- CL02 : Entrepreneurial Finance: Analyse and articulate the value and use case for the different financial principles and funding strategies specifically tailored to the unique needs of startup ventures including bootstrapping, seed funding, and scaling strategies.
- CL03 : Financial Reporting and Disclosure: Analyse and apply financial reporting standards and disclosures required for investors, lenders, and other stakeholders, ensuring transparency, compliance and accurate representation of financial performance.
- CL04 : Legal Ethics and Professional Responsibility: Students will analyse and apply legal frameworks and ethical standards for establishing and operating businesses in Australia and internationally.

Submission notes

In class presentation

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Assistance with Attribution

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General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Tutorial	Registering a business + incorporation
Week 2 : 16 September - 22 September	Tutorial	Finance 101
Week 3 : 23 September - 29 September	Tutorial	IP 101
Week 4 : 30 September - 6 October	Tutorial	Startup Valuation
Week 5 : 7 October - 13 October	Tutorial	Types of Funding - and financial communication
Week 7 : 21 October - 27 October	Tutorial	pitching - pitch decks and investment decks
Week 8 : 28 October - 3 November	Tutorial	D+D and Data rooms
Week 9 : 4 November - 10 November	Tutorial	Australian startup Ecosystem
Week 10 : 11 November - 17 November	Tutorial	Global trends: Funding for the future + emerging trends

Attendance Requirements

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

Course Resources

Recommended Resources

Startup Finance: A Step-by-Step Guide by Stephen R. Wilson

The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company by Steve Blank and Bob Dorf

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

Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist by Brad Feld (Author), Jason Mendelson (Author), Dick Costolo (Foreword)

[Besharov, M., & Tushman, M. L. \(1420\). How companies can balance social impact and financial goals 1/4/2019. Harvard Business Review Digital Articles, 2–5. https://login.wwwproxy1.library.unsw.edu.au/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=134108688&site=ehost-live&scope=site](https://login.wwwproxy1.library.unsw.edu.au/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=134108688&site=ehost-live&scope=site)

[Karlan, D., & Zinman, J. \(1052\). Making microfinance more effective 10/5/2016. Harvard Business Review Digital Articles. 2–5. https://login.wwwproxy1.library.unsw.edu.au/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=134108688&site=ehost-live&scope=site](https://login.wwwproxy1.library.unsw.edu.au/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=134108688&site=ehost-live&scope=site)

[url=https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=120650865&site=ehost-live&scope=site](https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=120650865&site=ehost-live&scope=site)

Hoffman, R. (2004). LinkedIn's series B pitch to Greylock: Pitch advice for entrepreneurs. <https://www.reidhoffman.org/linkedin-pitch-to-greylock/>

Kawasaki, G. (2015). The only 10 slides you need in a pitch. <https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>

[Bob Zider \(1998\) How Venture Capital Works: Before you can understand the industry, you must first separate myth from reality](#)

Jalalabadi F, Grome L, Shahrestani N, Izaddoost SA, Reece EM. Entrepreneurial Strategies to Seek Venture Capital Funding. *Semin Plast Surg*. 2018 Nov;32(4):179-181. doi: 10.1055/s-0038-1672168. Epub 2018 Oct 22. PMID: 30357085; PMCID: PMC6197874.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Rita Wu					No	Yes
Tutor	Nina Juhl					No	No
	Beste Onay					No	No

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.