



UNSW Course Outline

MGMT2010 Innovation and Entrepreneurship - 2024

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General Course Information

Course Code : MGMT2010

Year : 2024

Term : Term 1

Teaching Period : T1

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 : Undergraduate

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.

This course is available as a General Education course.

Course Aims

This course teaches entrepreneurship skills through hands-on experience, mentorship, and assignments, preparing students for startup ventures and 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.	• PLO2 : Problem Solving
CLO2 : Identify and synthesize sources of additional information, education, and advice for new organizations	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO3 : Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders. Articulate which business metrics matter and how you expect to perform according to them.	• PLO3 : Business Communication
CLO4 : Coordinate a team to develop and launch and manage the new venture.	• PLO4 : Teamwork
CLO5 : Understand terminology, process and methodologies applicable to Lean Business Development, and gather examples of real world Founder experiences for decision making.	• PLO1 : Business Knowledge

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.	• Landing Page
CLO2 : Identify and synthesize sources of additional information, education, and advice for new organizations	• Hypotheses Test and Design
CLO3 : Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders. Articulate which business metrics matter and how you expect to perform according to them.	• Live Pitch
CLO4 : Coordinate a team to develop and launch and manage the new venture.	• Peer Feedback • Live Pitch
CLO5 : Understand terminology, process and methodologies applicable to Lean Business Development, and gather examples of real world Founder experiences for decision making.	• Knowledge Test • Hypotheses Test and Design • Live Pitch

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.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Landing Page Assessment Format: Individual	10%	Due Date: 08/03/2024 04:00 PM
Knowledge Test Assessment Format: Individual	30%	Start Date: See Assessment Details below Due Date: See Assessment Details below
Live Pitch Assessment Format: Group	20%	Due Date: See Assessment Details below
Peer Feedback Assessment Format: Group	10%	Due Date: 17/04/2024 04:00 PM
Hypotheses Test and Design Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 25/03/2024 04:00 PM

Assessment Details

Landing Page

Assessment Overview

Online, 1/2 page website for startups

PL02, PL03 assessed

myBcom points - PL02

Course Learning Outcomes

- CL01 : 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

See rubric on Moodle for details.

Assignment submission Turnitin type

This is not a Turnitin assignment

Knowledge Test

Assessment Overview

Two Quizzes

PL01

Course Learning Outcomes

- CL05 : Understand terminology, process and methodologies applicable to Lean Business Development, and gather examples of real world Founder experiences for decision making.

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. Due to the wide time span provided for quiz completion, no make-up quizzes will be given.

Assessment Length

20 minutes each

Assignment submission Turnitin type

This is not a Turnitin assignment

Live Pitch

Assessment Overview

3min pitch video recording (submitted prior to tutorial)

5min live Q&A with the audience

PL01, PL02 PLO3, PLO6, PL07

myBcom points - PLO6 and PL07

Course Learning Outcomes

- CL03 : Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders. Articulate which business metrics matter and how you expect to perform according to them.
- CL04 : Coordinate a team to develop and launch and manage the new venture.

- CL05 : Understand terminology, process and methodologies applicable to Lean Business Development, and gather examples of real world Founder experiences for decision making.

Detailed Assessment Description

This assessment takes place during the Week 10 tutorial.

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

Assignment submission Turnitin type

This is not a Turnitin assignment

Peer Feedback

Assessment Overview

Students provide feedback on team members' work

Course Learning Outcomes

- CL04 : Coordinate a team to develop and launch and manage the new venture.

Assignment submission Turnitin type

Not Applicable

Hypotheses Test and Design

Assessment Overview

Written document of 4p including Cover Page and Appendix

PL01, PL02, PL04 assessed

myBcom points - PL04

Course Learning Outcomes

- CL02 : Identify and synthesize sources of additional information, education, and advice for new organizations
- CL05 : Understand terminology, process and methodologies applicable to Lean Business Development, and gather examples of real world Founder experiences for decision making.

Assignment submission Turnitin type

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

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 T1 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 : 12 February - 18 February	Lecture	Make Something People Want 1: Problem framing
	Tutorial	Use design thinking approach to frame a problem worth solving.
Week 2 : 19 February - 25 February	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 : 26 February - 3 March	Lecture	Make Something People Want 3: Customer development
	Tutorial	Develop and test hypotheses, the methodology that supports customer development Hypotheses Testing (see assessments): questionnaire done during tutorial 3, interviews and analysis will be done outside tutorials.
Week 4 : 4 March - 10 March	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 (past student projects) Troubleshooting with hypothesis testing
Week 5 : 11 March - 17 March	Lecture	Product-Market Fit 2: Real-world example
	Tutorial	Quiz 1 Interpreting your hypothesis test result
Week 6 : 18 March - 24 March	Other	Flexibility Week
Week 7 : 25 March - 31 March	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 : 1 April - 7 April	Lecture	Monetizing your business 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	Pitch Practice 1 Getting ready for your pitch on week 10 Note: Some tutorials fall on a public holiday. According to plan, students will perform small group pitch and consultation with the tutor in this tutorial to practice their pitch and receive feedback. Due to the public holiday, the affected tutorials (i.e., those on the Mondays of Week 8) will be replaced by a pre-recorded pitch submission and tutor's written or recorded feedback via email. No other makeup tutorial will be required. The Tue tutorial will continue as per normal. Please contact your tutor for any clarification.
Week 9 : 8 April - 14 April	Lecture	Scaling and growth
	Tutorial	Pitch practice 2 Getting ready for week 10's final pitch.
Week 10 : 15 April - 21 April	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 places during tutorial week 10. Absence without valid Special Consideration approval will be marked as 0 for this assignment.

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative

arrangements for classes missed.

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 [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.