



UNSW Course Outline

ENTR9001 Identifying Opportunities - 2024

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General Course Information

Course Code : ENTR9001

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

One of the major reasons startups fail is because they create a product that the market simply doesn't desire. Understanding how to identify problems, engage with potential customers, and validate ideas is fundamental to startup success.

This course offers aspiring entrepreneurs practical tools and frameworks to navigate these complexities. Students will learn techniques to identify real-world problems and rigorously validate their assumptions through market research and customer engagement. They will be able to assess a market and map a TAM SAM SOM of a sector.

Upon completion of this course, students will possess the necessary skills to deeply understand the process of customer discovery, deep diving in: personas, identifying customer needs, pain points, and preferences, laying the foundation for a startup idea that genuinely resonates with market needs.

Course Aims

ENTR9001 equips students with a strong foundation in entrepreneurial skills and capabilities, and prepares them to effectively identify real-world problems, conduct customer discovery, and validate assumptions to form the basis of successful startup ideas. Through identifying opportunities, students will gain an understanding of how to assess a problem space and the market it impacts. Students will also gain hands-on experience in customer discovery and identifying relevant opportunities, and hear from startup founders who have had to pivot hard to succeed.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Problem Discovery: Identify and articulate genuine real-world problems, demonstrating an understanding of the importance of addressing market needs and pain points.
CL02 : Market Research: Conduct comprehensive market research to gather relevant evidence and insights on the potential problem space.
CL03 : Customer Discovery: Engage in customer discovery to articulate customer needs and preferences, and construct user personas and journey maps from the findings.
CL04 : Validation Methods: Apply validation methods to test assumptions about their startup ideas
CL05 : Business communication: Use language, visual representations, and/or digital media to insightfully and precisely represent and persuasively convey qualitative and quantitative information.

Course Learning Outcomes	Assessment Item
CL01 : Problem Discovery: Identify and articulate genuine real-world problems, demonstrating an understanding of the importance of addressing market needs and pain points.	<ul style="list-style-type: none"> • Market Research Dashboard • Presentation on Identified Problem Space
CL02 : Market Research: Conduct comprehensive market research to gather relevant evidence and insights on the potential problem space.	<ul style="list-style-type: none"> • Market Research Dashboard • Presentation on Identified Problem Space
CL03 : Customer Discovery: Engage in customer discovery to articulate customer needs and preferences, and construct user personas and journey maps from the findings.	<ul style="list-style-type: none"> • Assessment 2A: Customer Insight Report • Assessment 2B: User Persona & Journey Map • Presentation on Identified Problem Space
CL04 : Validation Methods: Apply validation methods to test assumptions about their startup ideas	<ul style="list-style-type: none"> • Assessment 2A: Customer Insight Report • Presentation on Identified Problem Space
CL05 : Business communication: Use language, visual representations, and/or digital media to insightfully and precisely represent and persuasively convey qualitative and quantitative information.	<ul style="list-style-type: none"> • Assessment 2B: User Persona & Journey Map • Market Research Dashboard • Assessment 2A: Customer Insight Report • Presentation on Identified Problem Space

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Market Research Dashboard Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: 24/06/2024 08:00 AM
Assessment 2A: Customer Insight Report Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 22/07/2024 08:00 AM
Assessment 2B: User Persona & Journey Map Assessment Format: Individual	15%	Start Date: Not Applicable Due Date: 29/07/2024 08:00 AM
Presentation on Identified Problem Space Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 02/08/2024 10:00 AM

Assessment Details

Market Research Dashboard

Assessment Overview

Students will conduct in-depth market research to identify current trends, challenges, pain points and existing remedies within a specific industry or market segment relevant to their startup idea. They will gather data from credible sources, and critically analyse the data to prioritise the most pressing problems.

Students will use modern data analytics techniques to create a dashboard visualisation of their findings.

Course Learning Outcomes

- CL01 : Problem Discovery: Identify and articulate genuine real-world problems, demonstrating an understanding of the importance of addressing market needs and pain points.
- CL02 : Market Research: Conduct comprehensive market research to gather relevant evidence and insights on the potential problem space.
- CL05 : Business communication: Use language, visual representations, and/or digital media to insightfully and precisely represent and persuasively convey qualitative and quantitative information.

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.

Assessment 2A: Customer Insight Report

Assessment Overview

Students will identify a specific target customer segment and develop an interview script consisting of thoughtfully crafted open-ended questions. They will source interviewees and conduct 20 – 50 customer discovery interviews.

Students will then analyse the collected information to generate a Customer Insight Report and critically reflect on their learnings.

Course Learning Outcomes

- CL03 : Customer Discovery: Engage in customer discovery to articulate customer needs and preferences, and construct user personas and journey maps from the findings.
- CL04 : Validation Methods: Apply validation methods to test assumptions about their startup ideas
- CL05 : Business communication: Use language, visual representations, and/or digital media to insightfully and precisely represent and persuasively convey qualitative and quantitative information.

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.

Assessment 2B: User Persona & Journey Map

Assessment Overview

Using the information gathered from Assessment 2A, students will individually create a detailed user persona that encompasses the characteristics, motivations, goals, pain points, and preferences of the target customer. The persona should be based on data collected from customer discovery interviews and market research.

Using the user persona as a reference, students will develop a user journey map that visually represents the customer's experience when encountering the identified pain point.

Course Learning Outcomes

- CL03 : Customer Discovery: Engage in customer discovery to articulate customer needs and preferences, and construct user personas and journey maps from the findings.
- CL05 : Business communication: Use language, visual representations, and/or digital media to insightfully and precisely represent and persuasively convey qualitative and quantitative information.

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.

Presentation on Identified Problem Space

Assessment Overview

Students will present a meaningful unsolved problem in the world for an identified market segment. They will adopt Problem Discovery methodology to present evidence that validates (or invalidates) the identified problem space.

Course Learning Outcomes

- CL01 : Problem Discovery: Identify and articulate genuine real-world problems, demonstrating an understanding of the importance of addressing market needs and pain points.
- CL02 : Market Research: Conduct comprehensive market research to gather relevant evidence and insights on the potential problem space.
- CL03 : Customer Discovery: Engage in customer discovery to articulate customer needs and preferences, and construct user personas and journey maps from the findings.
- CL04 : Validation Methods: Apply validation methods to test assumptions about their startup ideas
- CL05 : Business communication: Use language, visual representations, and/or digital media to insightfully and precisely represent and persuasively convey qualitative and quantitative information.

Submission notes

In-class Presentation

Assessment information

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

Assignment submission Turnitin type

This is not a Turnitin assignment

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) while you write your paper. This can generate a bibliography for you automatically if you use its word processor plugin.

For your final presentation you are not required to go through your bibliography but you should include it either as a separate document or at the end of your submitted pitch deck.

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 ENTR9001 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.