23T2 Course Outline

GSOE9220 - Launching a Startup

Last updated: 2 Jun 2023

Contents

Course Details

Course Code	GSOE9220
Course Title	Launching a Startup
Convenor	Sapna Patel sapna.patel@unsw.edu.au
Mentors	Sapna Patel - All groups
Classes	Lectures: Tuesday & Friday 11am - 1pm via ZOOM. Link below will be used for ALL classes https://unsw.zoom.us/my/sapnapatel?pwd=JPYAjh6NMma8EnGjUwHAqwikSk9weZ.1
Consultations	By appointment

Units of Credit	6
Course Website	Our course will use Moodle https://moodle.telt.unsw.edu.au/course/view.php?id=75979
Handbook Entry	http://www.handbook.unsw.edu.au/postgraduate/courses/current/GSOE9220.html
Student Reps	stureps@cse.unsw.edu.au Email the stureps if you have any issues with the course. They will pass these anonymously to the relevant people to get the issues resolved.

Course Summary

Through an innovative mix of learning, teaching and assessment methods students will work in small teams to identify an opportunity, innovate a solution, design a product or service and develop an entrepreneurial approach to delivering it. Successful completion of the course should result in participants being ideal start-up founders, co-founders or team members.

Assumed Knowledge

There is no assumed knowledge for this course.

Student Learning Outcomes

After completing this course, students will be able to:

1. Identify and systemically evaluate business opportunities.
2. Identify and critically analyse business models to determine a startup idea's viability and scalability.
3. Exploit business opportunities using entrepreneurial skills.
4. Develop interpersonal and project management skills by working in small teams to develop and manage a startup idea.
5. Clearly and concisely communicate a persuasive startup pitch detailing the value proposition of the startup to various stakeholders including investors and customers.
6. Identify strengths and weaknesses in communicating their startup pitch and develop strategies to improve communication skills

This course contributes to the development of the following graduate capabilities:

	Graduate Capability	Acquired in
1	Scholars capable of independent and collaborative enquiry, rigorous in their analysis, critique and reflection, and able to innovate by applying their knowledge and skills to the solution of novel as well as routine problems	All tasks
2	Entrepreneurial leaders capable of initiating and embracing innovation and change, as well as engaging and enabling others to contribute to change	Task 2
3	Professionals capable of ethical, self- directed practice and independent lifelong learning	All tasks
4	Global citizens who are culturally adept and capable of respecting diversity and acting in a socially just and responsible way	All talks

Teaching Strategies

- Lectures ... introduce concepts, show examples
- Mentoring ... reinforce concepts and provide additional examples and tailored assistance for assignments
- Assessments .. allow students to solve significant problems

Teaching Rationale

Whilst some aspects of innovation and entrepreneurship can be learned via traditional methods such as lectures, readings, case studies, literature review and pure and applied theoretical approaches, research on innovation and entrepreneurship education has shown a learning-by-doing (experiential) approach is more effective. This course integrates the best aspects of both approaches through a strong experiential-learning focus incorporating industry studies. The course is enriched with engaged learning opportunities from interaction with industry and practicing entrepreneurs to tailored team mentoring sessions.

During their project, students will form small teams, identify potential business opportunities and utilise enquiry based learning to innovate, create and assess the viability of their business model. Upon completion of their project, students will pitch their business idea to the rest of the class.

Student Conduct

The Student Code of Conduct ([Information](), [Policy]()) sets out what the University expects from students as members of the UNSW community. As well as the learning, teaching and research environment, the University aims to provide an environment that enables students to achieve their full potential and to provide an experience consistent with the University's values and guiding principles. A condition of enrolment is that students *inform themselves* of the University's rules and policies affecting them, and conduct themselves accordingly.

In particular, students have the responsibility to observe standards of equity and respect in dealing with every member of the University community. This applies to all activities on UNSW premises and all external activities related to study and research. This includes behaviour in person as well as behaviour on social media, for example Facebook groups set up for the purpose of discussing UNSW courses or course work. Behaviour that is considered in breach of the Student Code Policy as discriminatory, sexually inappropriate, bullying, harassing, invading another's privacy or causing any person to fear for their personal safety is serious misconduct and can lead to severe penalties, including suspension or exclusion from UNSW.

If you have any concerns, you may raise them with your lecturer, or approach the School Ethics Officer, Grievance Officer, or one of the student representatives.

Plagiarism is [defined as]() using the words or ideas of others and presenting them as your own. UNSW and CSE treat plagiarism as academic misconduct, which means that it carries penalties as severe as being excluded from further study at UNSW. There are several on-line sources to help you understand what plagiarism is and how it is dealt with at UNSW:

- [Plagiarism and Academic Integrity]()
- [UNSW Plagiarism Procedure]()

Make sure that you read and understand these. Ignorance is not accepted as an excuse for plagiarism. In particular, you are also responsible that your assignment files are not accessible by anyone but you by setting the correct permissions in your CSE directory and code repository, if using. Note also that plagiarism includes paying or asking another person to do a piece of work for you and then submitting it as your own work.

UNSW has an ongoing commitment to fostering a culture of learning informed by academic integrity. All UNSW staff and 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.

If you haven't done so yet, please take the time to read the full text of

- [UNSW's policy regarding academic honesty and plagiarism]()

The pages below describe the policies and procedures in more detail:

- [Student Code Policy]()
- [Student Misconduct Procedure]()
- [Plagiarism Policy Statement]()
- [Plagiarism Procedure]()

Assessment

* Assessments may be subject to tweaks if issues arise during the semester.

Assignment Number	Topics	Due date	Weighting
Assessment 1	Quiz	Week 6 Wednesday 5th July 2023 4-8pm On the UNSW Sydney campus	40%
Assessment 2	Startup pitch & pitch deck (i.e. presentation and slide show)	Week 10 Friday 4 August 2023 **9.00am-5pm Sydney time** **Note change of lecture time**	2A - group 30% 2B - individual 30%

Late penalty: See UNSW policy: https://www.unsw.edu.au/content/dam/pdfs/governance/policy/2022-01-policies/assessmentimplementationprocedure.pdf

UNSW has a standard late submission penalty of:

• 5% per day, for all assessments where a penalty applies,

• capped at five days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and

• no permitted variation.

Special consideration: See UNSW policy: https://www.student.unsw.edu.au/special-consideration

Course Schedule

<u>*Please note that due to availability of guest speakers, we may need to change the lecture topics to different weeks.</u>

Week	Lecture	Mentoring	Assignments
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)	Mentoring for team project	
Week 4	- Company tax - Government incentives	Mentoring for team project	
Week 5	- Marketing - Customer acquisition - Customer service - Growth - Finance (debt, equity, bootstrapped)	Mentoring for team project	
Week 6	**Assessment 1 - Quiz**		
Week 7	- Building teams and cultures that work in startups (and how to look after yourself along the way) - Presentation/pitch skills	Mentoring for team project	
Week 8	- How to value your startup for investment and/or exit purposes - Exit strategy	Mentoring for team project	
Week 9	Assessment help	Mentoring for team project	
Week 10	- Venture capital - Pitches	Mentoring for team project	**Assignment 2 due**

Study period	No lectures	No mentoring	

Course Evaluation and Development

This course is evaluated each session using the myExperience system.

The current syllabus of this course was first delivered in T3, 2021 by Sapna Patel. The following feedback has been incorporated to improve the course for T2, 2023:

- More demonstration time has been allocated to the course to allow for more theory to be covered - increased lecture time by 1 hour per week.
- Changes to the assessment tasks including re-weighing of tasks, removal of less relevant tasks.
- More group activities in the lecture including case studies in the form of break out rooms.
- More key resources.
- Structure of course content
- Further guidance on what is expected to be included in the assignment - more detailed marking criteria.
- Increase in the number of students in each team from 5 to 6 students.
- Restructured lecture time from a 3 hour block to 2x2 hour lecture blocks.
- Decreased allocated time for guest lecturers.