Course Outline



Contents

- Course Details (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#details)
- Course Summary (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#summary)
- Assumed Knowledge (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#background)
- Student Learning Outcomes (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#outcomes)
- Teaching Strategies (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#strategies)
- Teaching Rationale (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#rationale)
- Student Conduct (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#conduct)
- Assessment (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#assessment)
- Course Schedule (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#schedule)
- Resources for Students (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#resources)
- Course Evaluation and Development (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/resources/65299/edit#evaluation)

Course Details

<colgroup><col><col></colgroup>

Course Code	GSOE9220
Course Title	Launching a Startup
Convenor	Sapna Patel sapna.patel@unsw.edu.au (mailto:sapna.patel@unsw.edu.au)
Mentors	Hayden Smith
Classes	Lectures: Wednesday 9am - 12PM via ZOOM. Link available on Moodle Timetable for all classes (https://webcms3.cse.unsw.edu.au/GSOE9220/21T3/timetable)
Consultations	Monday 11am-12pm via ZOOM. Link available on Moodle and same as Zoom link used for lectures
Units of Credit	6
Course Website	https://moodle.telt.unsw.edu.au/course/view.php?id=62491 (https://moodle.telt.unsw.edu.au/course/view.php?id=62491)
Handbook Entry	http://www.handbook.unsw.edu.au/postgraduate/courses/current/GSOE9220.html (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 to. 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 by interpreting and applying principles.
2. Identify and critically analyse business models to determine a startup idea's viability and scalability by designing and constructing

experiments to test assumptions.
3. Develop entrepreneurial skills to exploit business opportunities with limited resources through experiential learning.
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
7. Demonstrate an understanding of international perspectives relevant to the discipline or professional field.

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

<colgroup><col><col><col></colgroup>

	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 3
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
- Assignments .. 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 weekly 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 model to a panel and reflect on their learning process.

Student Conduct

The Student Code of Conduct (Information (https://student.unsw.edu.au/conduct) , Policy (https://www.gs.unsw.edu.au/policy/documents/studentcodepolicy.pdf)) 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 (https://student.unsw.edu.au/plagiarism) 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 (https://student.unsw.edu.au/plagiarism)
- UNSW Plagiarism Procedure (https://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf)

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 (https://student.unsw.edu.au/plagiarism)

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

- Student Code Policy (https://www.gs.unsw.edu.au/policy/documents/studentcodepolicy.pdf)
- Student Misconduct Procedure (https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf)
- Plagiarism Policy Statement (https://www.gs.unsw.edu.au/policy/documents/plagiarismpolicy.pdf)
- Plagiarism Procedure (https://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf)

You should also read the following page which describes your rights and responsibilities in the CSE context:

- Essential Advice for CSE Students (https://www.engineering.unsw.edu.au/computer-science-engineering/about-us/organisational-structure/student-services/policies/essential-advice-for-cse-students)

Assessment

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

<colgroup><col><col><col><col></colgroup>

Item	Topics	Due	Marks
Assignment 1	Questions (individual)	Wednesday 29 September 2021 9am (both Part 1A and 1B)	20%
Assignment 2A	Case study presentation (group)	Group presentation due in the lecture on Wednesday 13 October 2021 starting at 9.00am.	5%
Assignment 2B	Case study report (individual)	Case study individual report due via Turn It In on Wednesday 13 October 2021 at 9.00am	50%
Assignment 3	Startup pitch & pitch deck (group)	Presentation on Wednesday 17 November 2021 during the lecture starting at 9AM. Pitch decks to be submitted via Turn It In by 9am Wednesday 17 November 2021	25%

Late penalty: 25% per day off the maximum achievable mark.

Course Schedule

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

<colgroup><col><col><col><col><col></colgroup>

Week	Lectures	Mentoring	Assignments	Notes
Week 1 15 September 2021	• Introduction to entrepreneurship • Overview of assessments	No mentoring classes		
Week 2 22 September 2021	• Identifying a problem • Conducting market research • Developing a solution & building a product	Mentoring for team projects		
Week 3 29 September 2021	• Legal aspects of starting a startup • Financing (debt & equity)	Mentoring for team projects	Assignment 1 - Questions (individual)	
Week 4 6 October 2021	• Sales & Marketing	Mentoring for team projects		
Week 5 13 October 2021	• Assignment 2 case study presentations in lecture	Mentoring for team projects	Assignment 2A - Group presentation due in the lecture on Wednesday 13 October 2021 starting at 9.00am. Assignment 2B - Case study individual report due via Turn It In on Wednesday 13 October 2021 at 9.00am	
Week 6 20 October 2021	Course revision lecture	Flexible teaching week No classes this week		
Week 7 27 October 2021	• Revenue model & pricing strategy • Accounting considerations	Mentoring for team projects		
Week 8	• Sales & Marketing	Mentoring for team projects		

Wednesday 3 November 2021			
Week 9 Wednesday 10 November 2021	• People & Culture • Growth • Exit strategy	Mentoring for team projects	
Week 10 Wednesday 17 November 2021	• Venture Capital • Assignment 3 Presentations in class	Mentoring for team projects to be done before Week 10 lecture	Assignment 3 - Presentation on Wednesday 17 November 2021 during the lecture starting at 9AM. Pitch decks to be submitted via Turn It In by 9am Wednesday 17 November 2021
Study period	No lectures	No tutorials	

Resources for Students

Video Title: Jay Spence talks about Creating Value Proposition

theBox Link: http://thebox.unsw.edu.au/video/startup-mondays-jay-spence-talks-about-creating-value-proposition (http://mandrillapp.com/track/click/30000072/thebox.unsw.edu.au?p=eyJzIjoia2JDYXVRSktGYWNoajRuVFlMSEQtMndQVm5JIiwidiI6MSwicCI6IntcInVcIjozMDAwMDA3MixcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGhlYm94LnVuc3cuZWR1LmF1XFxcL3ZpZGVvXFxcL3N0YXJ0dXAtbW9uZGF5cy1qYXktc3BlbmNlLXRhbGtzLWFib3V0LWNyZWF0aW5nLXZhbHVlLXByb3Bvc2l0aW9uXCIsXCJpZFwiOlwiZTIxNjM4ZDQ5ZGRkNDY3Y2E1NDhmZDA2NDAzYTgzYjVcIixcInVybF9pZHNcIjpbXCIxYTczODRlMzlkYTMyNzIxMjMxMGNkZDhiNDIyNjVhNWVmM2Q5Nzc2XCJdfSJ9)

YouTube Link: https://www.youtube.com/watch?v=2h2yblzphmw (https://www.youtube.com/watch?v=2h2yblzphmw)

Video Title: Simon Foster from Shoeboxed talks Revenue Models

theBox Link: http://thebox.unsw.edu.au/video/startup-mondays-simon-foster-from-shoeboxed-talks-revenue-models (http://mandrillapp.com/track/click/30000072/thebox.unsw.edu.au?p=eyJzIjoiUzZSWnlXTE9RRmlrNFNDYncyNUhBa21aenA0IiwidiI6MSwicCI6IntcInVcIjozMDAwMDA3MixcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGhlYm94LnVuc3cuZWR1LmF1XFxcL3ZpZGVvXFxcL3N0YXJ0dXAtbW9uZGF5cy1zaW1vbi1mb3N0ZXItZnJvbS1zaG9lYm94ZWQtdGFsa3MtcmV2ZW51ZS1tb2RlbHNcIixcImlkXCI6XCJjNGZiZjU2YWI4YjA0NWM0Yjc5Yzc2ZDY5YzBmODU0ZVwiLFwidXJsX2lkc1wiOltcImNmYjRkOTlhYTg2MjUxYzdhYTA5Y2EwN2M0NzJiY2RhYTUyYzMxMDFcIl19In0)

YouTube Link: https://www.youtube.com/watch?v=EFqbByYMsic (https://www.youtube.com/watch?v=EFqbByYMsic)

Video Title: Win at the pitch – Mash Up with Brent Clark from WattBlock and James Smith from Masters Academy

theBox Link: http://thebox.unsw.edu.au/video/startup-mondays-win-at-the-pitch (http://thebox.unsw.edu.au/video/startup-mondays-win-at-the-pitch)

YouTube Link: https://www.youtube.com/watch?v=Hh0JOeD_meY (https://www.youtube.com/watch?v=Hh0JOeD_meY)

Video Title: Daniel Zafir – planning for understanding costs and resourcing your start up

theBox Link: http://thebox.unsw.edu.au/video/start-up-monday-oct-10-16-daniel-zafir (http://thebox.unsw.edu.au/video/start-up-monday-oct-10-16-daniel-zafir)

YouTube Link: https://www.youtube.com/watch?v=3lvceuOPvKI (https://www.youtube.com/watch?v=3lvceuOPvKI)

Video Title: Rayan & Cox – Identifying and delivering the MVP

theBox Link: http://thebox.unsw.edu.au/video/startup-monday-6-t2-12-rayan-and-cox (http://thebox.unsw.edu.au/video/startup-monday-6-t2-12-rayan-and-cox)

YouTube Link: https://www.youtube.com/watch?v=pxLz7YNFTC8 (https://www.youtube.com/watch?v=pxLz7YNFTC8)

Video Title: Startup Monday Legal Vision - Intellectual Property

theBox Link: http://thebox.unsw.edu.au/video/startup-monday-legal-vision-intellectual-property (http://thebox.unsw.edu.au/video/startup-monday-legal-vision-intellectual-property)

YouTube Link: https://www.youtube.com/watch?v=SHJsVlbkpQU (https://www.youtube.com/watch?v=SHJsVlbkpQU)

Video Title: Adam Brimo – establishing distribution models / channels

theBox Link: http://thebox.unsw.edu.au/video/startup-monday-3-t2-16-adam-brimo (http://thebox.unsw.edu.au/video/startup-monday-3-t2-16-adam-brimo)

YouTube Link: https://www.youtube.com/watch?v=rkFbJgZ3qZ0 (https://www.youtube.com/watch?v=rkFbJgZ3qZ0)

Video Title: The importance of understanding your customer

theBox Link: http://thebox.unsw.edu.au/video/start-up-mondays-3-todd-heslin-the-importance-of-understanding-your-customer (http://thebox.unsw.edu.au/video/start-up-mondays-3-todd-heslin-the-importance-of-understanding-your-customer)

YouTube Link: https://www.youtube.com/watch?v=iRnpyLnQ_Ok (https://www.youtube.com/watch?v=iRnpyLnQ_Ok)

Video Title: The New Wave of Female Entrepreneurs

theBox Link: http://thebox.unsw.edu.au/video/startup-monday-2-the-new-wave-of-female-entrepreneurs (http://thebox.unsw.edu.au/video/startup-monday-2-the-new-wave-of-female-entrepreneurs)

YouTube Link: https://www.youtube.com/watch?v=2kFcPk9tA2Q (https://www.youtube.com/watch?v=2kFcPk9tA2Q)

Video Title: Why launch a start up?

theBox Link: http://thebox.unsw.edu.au/video/start-up-monday-why-launch-a-start-up (http://thebox.unsw.edu.au/video/start-up-monday-why-launch-a-start-up)

YouTube Link: https://www.youtube.com/watch?v=Mg4smNN31Cc (https://www.youtube.com/watch?v=Mg4smNN31Cc)

Course Evaluation and Development

This course is evaluated each session using the myExperience system. This is the first time this course has been taught by this lecturer, however the new lecturer has redesigned the course based on feedback from students who studied the past course. More specifically, the following changes have been made to accommodate student feedback from the prior semester.

- More demonstration time has been allocated to the course.
- A greater variety of assignments have been introduced into the course for T3 2021.
- Past students have thoroughly enjoyed guest speakers sharing their insights so that element has been retained for this course in T3 2021.

Resource created 3 months ago (Thursday 26 August 2021, 09:19:34 AM), last modified 25 days ago (Tuesday 26 October 2021, 08:30:19 PM).