Like all successful new ventures, this course is very different from other offerings on the market. It is multi-disciplinary (strategy, marketing, international business, organisational behaviour), consists of all-day Saturday seminars, has substantial involvement from industry players, and is based on a highly experiential and self-directed approach to learning. It should also be fun.

**SUBJECT AIMS AND OBJECTIVES**

For small open economies such as Australia, the international dimension of entrepreneurial acts and new venture creation is often critical to firms’ long term growth and survival. This course explores entrepreneurship (and intrapreneurship) in both large and small firms, recognising the importance of the international dimension. Centred around the creation of a new venture proposal by class members, key questions addressed include: What is an entrepreneur? What opportunities and challenges do entrepreneurs face (or create!) in the international arena? How can these opportunities and challenges be managed creatively and effectively?

The aim of this course is to facilitate the development of skills and a knowledge base that will enhance your ability to more effectively understand, interpret and engage in entrepreneurial acts and new venture creation in the international environment.

After completing this course you should:
- have a solid understanding of core concepts, processes and issues in entrepreneurship and new venture creation;
- have developed and applied skills in creating a new venture proposal, including the requisite research, analytical/evaluative and presentation skills; and
- have a greater awareness of strategies and processes that both enhance and inhibit entrepreneurial behaviour in large and small firms, including one’s own orientation.

**TEACHING METHOD**

Central to this course is the integration of theory and practice, building on previous courses. Student participation through case analyses, experiential exercises and workshops, group project work, symposiums with industry practitioners, and reflective learning underpins the course. There will therefore be a much greater emphasis than usual on devolving responsibility for learning to students. A seminar schedule is detailed on the final page of this course outline for easy reference. **Please note that the course comprises both evening and weekend sessions.**

The approach taken in this course is very much ‘hands-on’. Consistent with this, a range of industry players have agreed to share their experiences and expertise in selected seminars and project work. We will also be seeking input from a range of venture capitalists, corporate advisors, entrepreneurs, government agencies, technology developers and new venture incubators, to provide insight and practical opportunities to experience what is involved in the entrepreneurial process.
COURSE LEADERS

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ASSESSMENT

In order to pass this subject you must:
• Complete and submit each item of assessment; and
• Achieve an overall mark of 50 per cent of the total marks; and
• Gain at least 25 of the 50 marks allocated for the individual component.

A summary of the assessment components is presented below. Please ensure that you also carefully read the descriptions and instructions relating to each of the assessment components and schedule your work accordingly.

The major piece of assessment will involve the development of a proposal for a new venture by teams of 3 to 4 students. Students may pursue an avenue entirely of their own creation, or base their proposal on one of a small number of specified technologies/inventions or business ideas that will be offered from various sources. The proposal will comprise:
• a business plan for the new venture that provides sufficient operational detail to show how a new product or service can be brought to market, as well as a strategic vision that will attract the resources needed for launching and growing the enterprise;
• a brief written summary ‘pitch’; and
• an oral presentation.

The intention is for industry players to participate in the assessment of the oral presentation.

<table>
<thead>
<tr>
<th>Method of Assessment</th>
<th>Value</th>
<th>Date Due</th>
<th>Maximum Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mid-session Exam</td>
<td>20%</td>
<td>TBA</td>
<td>90 minutes</td>
</tr>
<tr>
<td>2. New Venture Proposal (Group)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Preliminary pitch document</td>
<td>5%</td>
<td>TBA</td>
<td>1 page</td>
</tr>
<tr>
<td>• Oral presentation to panel</td>
<td>10%</td>
<td>TBA</td>
<td>15 minutes max.</td>
</tr>
<tr>
<td>• Investor Memorandum</td>
<td>35%</td>
<td>TBA</td>
<td>15 pages plus appendices</td>
</tr>
<tr>
<td>3. Final Exam</td>
<td>30%</td>
<td>Examination period</td>
<td>2 hours</td>
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</tbody>
</table>

Total 100%  
Group component 50%  
Individual component 50%
NEW VENTURE PROPOSAL - GROUP ASSIGNMENT

Assignment Expectations

It is expected that groups will use the concepts, frameworks and theories presented in seminars and from self directed readings in their assignment. These are useful tools to structure and facilitate your assignment, and ensure a comprehensive approach is taken.

The assessment emphasis for your group assignment will be on quality, not quantity. This means that you should concentrate on demonstrating the conclusions you reach from your analysis (quality), not on demonstrating the amount of work you have done to reach those conclusions (quantity). This reflects much of the business world where people have a primary interest in results, and only a secondary interest in the effort you put into achieving them. Developing a skill in succinct, relevant but well-founded analysis will be of value.

Students choosing to undertake a project provided by an external source may be required to sign legally binding confidentiality agreements, and releases such that the information embodied in the assignment and appendices may be used by the source. The one page summary will need to be authorised (checked) by the source prior to presentation to ensure no commercial-in-confidence is disclosed.

We will provide explicit suggestions for the format of the assignment to assist you. A written assignment is a means of communication. You should structure it so that it is easy for the reader to understand, using paragraphs to separate points and sub-headings to highlight subject matter. You should not leave the reader to make inferences from what you have written. This means that the argument and data you use to support your points should be made explicit. As well, you must include detailed supplementary material in appendices to support the analysis presented in your business plan. Students are expected to acknowledge the source of ideas and expressions used in all academic work. Failure to do so may constitute plagiarism, which is subject to a charge of academic misconduct.

Your assignment should be free of colloquial language and spelling, grammatical and typographical errors. Repeated errors of this kind will be penalised. Please type your assignment in no less than 11 point with 1.5 line spacing, and avoid using inferior-quality dot-matrix printing. Provide generous margins in your assignment to allow for comments, use one side only of quality A4 paper, number every page, and ensure that it is securely bound. Please do not use folders or plastic pockets. Assignments must follow the specified word/page length. Writing within a specified limit is a skill. Assignments more than 10 per cent over the limit will have marks deducted.

The grading scheme being used is summarised in the table at the end of this course outline, and reflects the above emphases. It is being used to achieve consistent grading in the course and to help you understand how grades shall be awarded. However, the description for each grade is a guide only. It is not exhaustive, but does provide useful qualitative criteria for assessing your team projects. Please note the importance of critical and conceptual analysis and synthesis rather than mere description.
## Seminar Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Relevant readings</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6.00-9:00 (MAT C)</td>
<td></td>
</tr>
</tbody>
</table>
|      | Introduction to entrepreneurship (RS) | • An overview of global entrepreneurship  
|      |       | • Course overview |
| 2    | 6.00-9.00 (MAT C)|       |
|      | Entrepreneurs and new venture creation (RS) | • The nature of entrepreneurship & SME  
|      |       | • Fostering growth  
|      |       | • Presentations of project options  
|      |       | (Guest Speaker) |
| 3    | 9.00-5.00 (CE G1)|       |
  Morning (DG): • Analysis – industry analysis, resources & capabilities  
  Strategy formulation  
  Afternoon (RS): • Customer value creation  
|      |       | • Commercialisation (creativity)  
|      |       | • Final project selection |
| 4    | 9.00-5.00 (CE G1)|       |
  Morning (RS): • Financial planning & modelling  
  Funding options  
  Afternoon (DG): • Business plans  
|      |       | • Investor Memorandums |
| 5    | 6.00-9.00 (MAT C)|       |
|      | MID SESSION EXAM | (Optional) Workshop with VC |
| 6    | 6.00-9.00 (MAT C)|       |
|      | Managing growth and avoiding failure (RS) (Guest Speaker) |       |
| 10   | 6.00-9.00 (MAT C)|       |
|      |       | • Internationalisation strategies  
|      |       | • Born globals  
|      |       | (Guest speaker) |
| 13   | 9.00-5.00 TBA | Oral presentations of new venture proposal  
|      |       | (Guest Panellists) |
| 14   | 6.00-9.00 (MAT C)|       |
|      | Wrap-up (DG/ RS) |       |

*Scheduling of seminar content may alter slightly due to guest availability. Seminar dates are fixed.*