BAA540
VENTURE PROJECT A - SITUATION ANALYSIS
12.50 Credit points

Semester 1, 2019

Unit Outline

Unit Coordinator
Dr Onnida Thongpravati
### Contact Details

#### Unit Coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Dr Onnida Thongpravati</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Sandy Bay Campus</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Onnida.Thongpravati@utas.edu.au">Onnida.Thongpravati@utas.edu.au</a></td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By Appointment</td>
</tr>
</tbody>
</table>
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WHAT IS THE UNIT ABOUT?

Unit description

This Unit integrates work and learning for students in the Master in Entrepreneurship and Innovation course in TSBE. It carries a 12.5 Credit Points (equivalent to one unit). This unit is Venture Project A and it is the first in a series of venture project units which focus on 'situation analysis'. The analysis will then be used in the following venture project units. These units include Venture Project B (opportunity analysis), Venture Project C (business model assessment), and ultimately a Capstone Venture Project.

For this Venture Project A, you are expected to critically analyse and review the current entrepreneurial and innovation ecosystem and come up with new venture project ideas (i.e. new products, services, or processes) to solve real-world problems of global relevance, within a local Tasmanian community context. Venture project ideas can be for the public, private or not-for-profit sector. You will be working in a group of students and a Project Mentor from a start-up or a new venture within the organisation. You will have an opportunity to visit and observe start-up companies and/or explore new ventures in existing companies to understand the entrepreneurial practices and performances.

For the duration of the project period, the Unit Coordinator will liaise with you and the Project Mentor who may also pitch key areas they have capability in or want to develop further. This will ensure the appropriate standards are maintained, and that the proposed venture ideas are developed in relation to entrepreneurship and innovation theories, principles and processes.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. analyse and discuss the performances of the start-up or new venture.
2. apply business theories, principles and processes to understand start-up/venture performance.
3. communicate business information to a professional and diverse audience.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

Nil.

Prior knowledge &/or skills

Enrolment in this unit is subject to students being enrolled in the Masters of Entrepreneurship and Innovation course at the University of Tasmania. Enrolment in the unit is at the discretion of the course or unit coordinator.
## HOW WILL I BE ASSESSED?

### Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Task 1:</strong> Discussion posts (online)</td>
<td>Refer to MyLO site</td>
<td>20%</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong> Part 1 – Group Presentation: Proposing Venture Ideas</td>
<td>Week 9</td>
<td>20%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong> Part 2 – Project Work (Mentor Assessment)</td>
<td>Week 9</td>
<td>10%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment Task 3:</strong> Part 1 - Final Group Report: Finalising Venture Ideas</td>
<td>Week 13</td>
<td>40%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment Task 3:</strong> Part 2 - Individual Peer Review</td>
<td>Week 13</td>
<td>10%</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

### Assessment details

**Assessment Task 1: Discussion posts (online)**

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Discussion Forums are designed for students to demonstrate their understanding of key concepts and theories learned from weekly learning resources and from industry visits and the project mentor, as well as, from discussions with the lecturer and other students.</td>
<td></td>
</tr>
<tr>
<td>In each forum, you are expected to critically analyse, and apply knowledge of business terms, key concepts, processes and theories in responses to relevant questions posted by the unit coordinator. This will also help you to become familiar with the theories and concepts before participating in workshops.</td>
<td></td>
</tr>
<tr>
<td>You are to contribute to the 7 discussion forums by answering the assigned questions in the posts and/or respond to other students post by their due dates over the course of the semester. Posts will be judged</td>
<td></td>
</tr>
</tbody>
</table>
in terms of the quality of writing, topic knowledge and ability to critically analyse and discuss with others using professional business language. Assessments for Discussion Forums will be provided in a rubric in the ‘Assessment’ folder on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Analyse and discuss start-up/venture success and problems.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain business practice theories, principles and processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Peer review the work of others.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Apply business theories, principles and processes to a start-up/venture case.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Reflect on own performance as well as the performance of team members.</td>
<td>LO2</td>
</tr>
</tbody>
</table>

Task Length

Maximum 350 words per Discussion Forum Post

Due by date

Refer to MyLO site for this unit

Assessment Task 2: Group Presentation

**Task Description**

Part 1 – Group Presentation: Proposing Venture Ideas

Students are expected to do a 20-minute presentation to a professional and diverse audience detailing the work involved, research, progress and final expectations and outcomes for their new venture project ideas (i.e. new products, services, or processes) that aim to solve real-world problem of global relevance, within a local Tasmanian community context. Students will be assessed on their presentation and communication skills, their ability to provide succinct and critical analyses of the project considerations and provide for a reasonably business sound prediction for the project outcomes. Students will also receive feedback and comments from the unit coordinator and project mentors after the presentation in order to improve their projects. Instructions for the final presentation will be provided in online discussions, and previous workshops to ensure all students are prepared for the presentation.

Students will provide all resources for the venture idea presentations which may include PowerPoint, Online Prezi, other forms of media or handouts etc. Students that do not attend and are called on to present will receive zero marks; please refer to the Late Assessment and Extension Policy.

Part 2 - Project Work (Mentor Assessment)

Students will be assessed by their mentors (using a criterion referenced rubric) on their ability to critically analyse and present real-world problems, relevant concepts and information for the
Students will be expected to comply with all reasonable directions provided by the mentor in connection with the activities required for the completion of the project.

Due Date:
Group presentation – week 9
Mentor Assessment – week 9

Value:
Group presentation – 20%
Mentor Assessment – 10%

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Analyse and discuss start-up/venture problems.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain business practice theories, principles and processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Peer review the work of others.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Apply business theories, principles and processes to a start-up/venture project.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Work in a team and manage team performance.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Reflect on own performance as well as the performance of team members.</td>
<td>LO2</td>
</tr>
<tr>
<td>7</td>
<td>Present project summary in an oral format and to a professional and diverse audience.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Task Length
Part 1 – Group presentation (20 minutes)
Part 2 – Project Work (Mentor Assessment)

Due by date
Refer to Assessment Work Description

**Assessment Task 3: Final Group Report**

**Task Description**
Part 1 – Final Group Report: Finalising Venture Ideas

Students are expected to consider and incorporate the feedback and comments received after the group presentation and work on improving their projects and present a final report. The group project report will lay out three new venture ideas (i.e. new products, services, or processes) (selected by the group) and an analysis of how each idea addresses a real-world problem of global relevance, within a local Tasmanian community context. The project report will incorporate a scan and analysis of the relevant entrepreneurial ecosystem, market analysis and the situation leading to insightful persona designs and new venture ideas (i.e. new products, services, or processes). It will clearly define the problems that the venture ideas are addressing and their translation into valuable venture concepts for particular constituents and/or customers. Project mentors will provide a
criterion referenced assessment for the Final Project (and will be invited to attend and assess the presentations in the workshop in week 9).

Part 2 – Individual Peer Review
Each student will peer review each other member in their group using a criterion referenced rubric. Their assessment will be for each member’s contribution to the project and their ability to work individually and as a team member. To assist in assessing the contribution of each member in the group, student will receive a template to assess member contributions from which they will use to peer review their colleagues.

Marks will be reduced for any students not providing a peer review assessment for their group members.

Due Date:
Final Group Report – Week 13
Peer Review – Week 13
Value: Final Group Report – 40%
Individual Peer Review – 10%

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Analyse and discuss start-up/venture problems.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain business practice theories, principles and processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Peer review the work of others.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Apply business theories, principles and processes to a start-up/venture project.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Work in a team and manage team performance.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Reflect on own performance as well as the performance of team members.</td>
<td>LO2</td>
</tr>
<tr>
<td>7</td>
<td>Communicate project outcomes in the form of a business report.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**
Part 1 - Final Project Report - (maximum 3,500 words)
Part 2 - Peer Review (criterion referenced assessment)

**Due by date**
Refer to Assessment Description
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment drop box in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor's name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
(b) ‘late’ means after the due date and time; and
2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension.

Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

**Penalties**

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

**Review of results and appeals**

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed.

Review of Assessment consists of re-marking the final assessment item, checking the addition of all marks, and a check to ensure that all marks have been included in the final result.

Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The [University library provides information on presentation of assignments, including referencing styles](http://utas.libguides.com/content.php?pid=27520&sid=199808) and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the [Plagiarism and Academic Integrity](#) page on the University web site or the [Academic Honesty](#) site on MyLO.

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in [Ordinance 9: Student Discipline](#) – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit. For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

A prescribed text is a resource that you must have access to for the purpose of studying this unit.

There are no prescribed texts, academic and related journals or periodicals for this unit. Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

A list of recommended readings is provided through the MyLO site for the unit. You can use them to broaden your understanding of the topics covered in this unit. You may also find a recommended text helpful when conducting research for assignments.

Other Recommended Resources/Software

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

Journals and Periodicals:

- Academy of Management Review
- Entrepreneurship and Regional Development
- Entrepreneurship: Theory and Practice
- Harvard Business Review
- Industrial Marketing Management
- International Small Business Journal
• Journal of Business Research
• Journal of Business Venturing
• Journal of Small Business Management
• Journal of Product Innovation Management
• Research Technology Management
• Small Business Economics: an Entrepreneurship Journal
• Strategic Entrepreneurship Journal
• Technovation

Useful Websites:
https://www.fastcompany.com
https://www.forbes.com
http://www.gemconsortium.org
https://www.innovation.gov.au
https://www.kickstarter.com
http://www.oecd.org/australia
http://www.startuptasmania.com
https://startuptasmania.org.au
https://startupweekend.org
http://theleanstartup.com

Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
Details of teaching arrangements

Throughout the semester you will be required to:

Communicate with a start-up/new venture organisation, industry experts/project mentors:

It is expected that students will communicate on a regular basis with project mentors, members of professional industry bodies, start-up organisations and the lecturer to achieve the necessary research and data gathering to complete the start-up/venture project. All communication relating to the project must be through student’s UTAS email account.

Engaging in Discussion Forums:

Students will be expected to read through weekly topic posts / questions (posted by the unit coordinator) to contribute to online Discussion Forums by answering the assigned questions in the posts and/or respond to other students post by their due dates over the course of the semester. All online communication / activity is expected to be up to 40 hours.

Participating in Workshops:

The workshop is intended to stimulate students’ understanding of entrepreneurial ecosystem, creativity and innovation through peer-to-peer interaction. Students are to attend workshops to collaboratively work together and engage in role playing, problem-based learning and experimental class activities. This promotes the use of cooperative learning group to teach multiple perspectives and facilitates creative thinking, curiosity-driven discovery, communication and teamwork skills.

Preparing a 20-minute Group Presentation: Proposing Venture Ideas

In week 9, each group of students will present venture ideas that address the problem/domain that they have explored to solve real-world issues of global relevance (within a local Tasmanian community context). It is expected that, to complete the presentation, including the creation of all resources for the venture idea presentations which may include PowerPoint, Online Prezi, other forms of media or handouts will take 20-30 hours to complete.

Writing up a Group Project Report: Finalising Venture Ideas

In group, students are expected to define an entrepreneurial and innovation ecosystem based on a specific problem and/or a specific venture domain that they try to address for Tasmanian community. They are responsible for providing the data, analyses, and documentation for the elements i.e. the situation analysis, insightful persona designs, development of three new venture ideas into concepts (i.e. new products, services, or processes). It is expected that, to complete this group report, will take 30-40 hours to complete.
Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

These are some of the expectations we have of you as a student enrolled in this unit:

Students participating in this unit must act in a professional manner in all their dealing with University staff and members of their host organisation and must adhere to the requirements for entry to host organisations and abide by all directions from the host organisation. You are to communicate to host organisations through a student representative of your group - or as agreed by the host organisation.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s Work Health and Safety website and policy.

Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT

Check the MyLO News tool at least once every two days. The link to Announcements will appear when you first enter the unit’s MyLO site. Alternatively, click on the Announcements button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion Forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your
performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit's MyLO site. This way, other students can also benefit from the answers.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
## Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>START OF WEEK</th>
<th>DATE OF WORKSHOP</th>
<th>ACTIVITIES</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Subject orientation; The Imperative</td>
<td>25 February</td>
<td>28 February</td>
<td>Workshop 1: Introduction, project overview and expectations, and group selection [mentors on board]</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Importance of Entrepreneurship and Innovation, Ecosystems</td>
<td>4 March</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Wicked Problems and Mega Trends</td>
<td>11 March</td>
<td>14 March</td>
<td>Workshop 2: Entrepreneurial and innovation ecosystems, wicked problems and mega trends [with guest speakers]</td>
<td>Assessment Task 1: Discussion Posts Module 1 and 2 (by end of Week 3; Sunday 23:30pm)</td>
</tr>
<tr>
<td>4</td>
<td>Understanding Entrepreneurship and Innovation Practices and Performances</td>
<td>18 March</td>
<td>21 March</td>
<td>Industry visits</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Nature of innovation and the front end of innovation</td>
<td>25 March</td>
<td>28 March</td>
<td></td>
<td>Assessment Task 1: Discussion Posts Module 3 and 4 (by end of Week 5; Sunday 23:30pm)</td>
</tr>
<tr>
<td>6</td>
<td>Entrepreneurial creativity and innovation</td>
<td>1 April</td>
<td>4 April</td>
<td>Workshop 3: Venture Ideation</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Entrepreneurial creativity and innovation (continue)</td>
<td>8 April</td>
<td>One Hour Drop – in session</td>
<td>Assessment Task 1: Discussion Posts Module 5 and 6 (by end of Week 7; Sunday 23:30pm)</td>
<td></td>
</tr>
<tr>
<td>8a</td>
<td></td>
<td>15 April</td>
<td>18 April</td>
<td>Assessment Task 1: Discussion Posts Module 7 (by end of Week 8; Sunday 23:30pm)</td>
<td></td>
</tr>
</tbody>
</table>

**Mid-semester break 18 April to 24 April (inclusive)**

| 8b | | 25 April | |

| 9 | Group Presentation | 29 April | 2 May | Group Presentation | Assessment Task 2: Part 1 – Group Presentation: Proposing Venture Ideas Part 2 – Project Work (Mentor Assessment) |

| 10 | Project Work | 6 May | | Industry Visits/Guest Speakers |

| 11 | | 13 May | 16 May | Workshop 4: Project Final Review |

| 12 | | 20 May | | Project Work |


**Exam Period 8 – 25 June (inclusive)**