Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BAA749

Venture Project C - Business Model Assessment

12.50 Credit points

Semester 1, 2019

Unit Outline

AKM Shahidullah
CONTACT DETAILS

Unit coordinator

Unit Coordinator: AKM Shahidullah
Campus: Sandy Bay
Email: AKM.Shahidullah@utas.edu.au
Phone: TBA
Room location and number: 425 Centenary Building, TSBE
Consultation hours: Tuesday 2:00 – 3:00 PM
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WHAT IS THE UNIT ABOUT?

Unit description

This Unit offers work integrated 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 C and follows Venture Projects A and B. In Venture Project A, students conducted a situation analysis; in Venture Project B, an opportunity analysis. In the current unit students will continue to build their skills for describing, understanding, and assessing the decisions and practices of new venture while conducting a business-model analysis.

You will be assigned to a group of students, a start-up or a new venture within an existing company, and a Project Mentor from within the organisation. The Project Mentor will assist you during your interactions with the start-up, will provide relevant information or facilitate communication with individuals who can provide such information. Thus, the Mentor will generally act as a liaison with the start-up/venture. Specific projects, assignments and related duties you will undertake will be determined in consultation between yourself, the Project Mentor), and TSBE. Apart from maintaining appropriate and quality hands on learnings, this triad (you, the organization, and TSBE) significantly links your course of study and the needs of the start-up venture. For the duration of the project period, the Course Coordinator will liaise with you and the Project Mentor.

For this unit’s project, you need to develop and defend a proposal (report A). The report comprises a proposal for the start-up or the new venture with which you have been working. In the proposal you need to conduct a business model analysis for the new venture or start-up in which you identify the strengths and weaknesses of their current or proposed business model and make recommendations for improvement. Within the report you need to use both the data you collect from the start-up or new venture as well as external data sources (e.g. library databases) and the business management and entrepreneurship literature.

Intended Learning Outcomes*

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

1. Analyse and evaluate the current or proposed business model(s) employed by start-ups or new ventures.

2. Apply your understanding of business theories, principles and processes to the design of business models.

3. Communicate business information to a professional and diverse audience.
Graduate 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

In 2018 students appreciated the ability to work on assignments that advanced their Honours projects. These assignments will be retained in 2019.

Prior knowledge &/or skills

Completion of bbus, bba, or equivalent, and approved entry into the bbus honours program.
## 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>Assessment Task 1: Presentation</td>
<td>Week 3</td>
<td>25%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 2: Ecosystem/strategic scanning</td>
<td>Week 5</td>
<td>15%</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 3: Report</td>
<td>Week 13</td>
<td>40%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 4: Peer based assessments</td>
<td>Week 13</td>
<td>20%</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

### Assessment details

#### Assessment task 1- Presentation

**Task description**

Present proposal in 30 minute delivery.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

**Task length**

Group Presentation - 40 mins (including Q&A) 500 Words (maximum)

**Due by date**

Week 3 (Seminar 2)

#### Assessment task 2- Ecosystem/strategic scanning

**Task description**

Report a proposal for a new venture.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>LO2, LO3</td>
</tr>
</tbody>
</table>

**Task length**

Scan report- (minimum 1500 words)

**Due by date**

Week 5
### Assessment task 3: Report

<table>
<thead>
<tr>
<th>Description</th>
<th>Report a proposal for a new venture.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>This assessment is designed for you to analyse a current or proposed business model.</td>
</tr>
<tr>
<td>Learning Outcome:</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Task Length</td>
<td>Final Project Report - (minimum 6,000 words)</td>
</tr>
<tr>
<td>Due by Date</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

### Assessment task 4: Peer based assessments

<table>
<thead>
<tr>
<th>Description</th>
<th>Part 1 - Project Work (Mentor Assessment)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>You will be assessed by your workplace mentor (using a criterion referenced rubric) on your ability to work in a team, and individually, on your interactions with the start-up/venture throughout the semester. You 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.</td>
</tr>
<tr>
<td></td>
<td>Part 2 – Project Work (Peer Review)</td>
</tr>
<tr>
<td></td>
<td>Each student will peer review each other member in their group using a criterion referenced rubric. Your 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, you will be provided with a template for recording contributions throughout the semester, which you will use to peer review your colleagues.</td>
</tr>
<tr>
<td></td>
<td>Marks will be reduced for any students not providing a peer review assessment for their group members.</td>
</tr>
<tr>
<td></td>
<td>15% Mentor Assessment</td>
</tr>
<tr>
<td></td>
<td>15% Peer Review Assessment</td>
</tr>
</tbody>
</table>

| Criterion 1 | Mentor, observation and evaluation of the business venture proposal. |
| Learning Outcome: | LO1, LO2, LO3 |
| Criterion 2 | Review of peers to members of their group via the use of a criterion referenced rubric. |
| Learning Outcome: | LO1, LO2, LO3 |
| Task Length | 10% Mentor Assessment 10% Peer Review Assessment |
| Due by Date | Week 13 |
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 tab 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 (Hobart, Launceston or Cradle Coast).

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 (c) ‘assessment items’ includes all internal non-examination based forms of assessment.

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. 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:

Academic referencing

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 HYPERLINK “http://utas.libguides.com/content.php?pid=27520&sid=199808”& HYPERLINK “http://utas.libguides.com/content.php?pid=27520&sid=199808”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](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 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. You may also find the [Academic Honesty site on MyLO](https://mylo.tasmania.edu.au) of assistance.

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](https://www.tasmania.edu.au) page on the University web site or the [Academic Honesty site on MyLO](https://mylo.tasmania.edu.au).

**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](https://www.tasmania.edu.au) – 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

You will need the following text [available from the Co-op Bookshop]:

Academic publications

Useful websites will also be published on MyLO.

Recommended readings

Reading Lists (if provided) will be accessible from a direct access to all unit reading material lists in one place. This includes e-Readings and items in Reserve. If applicable, Reading Lists will be placed on the following: http://rlms.utas.edu.au/erl/

Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

Other Required Resources

N/A
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*

There will be 6 workshops, each 2-hour in length.

Workshop schedules are as follows:

<table>
<thead>
<tr>
<th>Time/Week</th>
<th>Workshop Discussion Topics/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Workshop 1: Introduction, start-up/venture selection, brainstorming</td>
</tr>
<tr>
<td>Week 3</td>
<td>Workshop 2: Proposal presentation</td>
</tr>
<tr>
<td>Week 5</td>
<td>Workshop 3: Ecosystem/strategic scanning</td>
</tr>
<tr>
<td>Week 7</td>
<td>Workshop 4: Progress review</td>
</tr>
<tr>
<td>Week 9</td>
<td>Workshop 5: Final debrief and expert suggestions on reporting</td>
</tr>
<tr>
<td>Week 13</td>
<td>Workshop 6: Report presentation</td>
</tr>
</tbody>
</table>

Specific attendance/performance requirements

Students must be present in the Workshop 3 and 13 as well as at least 50% of rest of the workshops.
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.

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 Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement 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.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

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>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction, start-up/venture selection, brainstorming</td>
<td>Unit Outline and unit rubrics published to MyLO</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>11 March</td>
<td>Workshop 2: Proposal presentation</td>
<td>Group Presentations</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Workshop 3: Ecosystem/strategic scanning</td>
<td>Scan report due</td>
<td></td>
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<tr>
<td>6</td>
<td>1 April</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Workshop 4: Progress review</td>
<td></td>
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<tr>
<td>8a</td>
<td>15 April</td>
<td></td>
<td></td>
<td>Mid-semester break 18th-24th April (inclusive)</td>
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<tr>
<td>8b</td>
<td>25 April</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>29 April</td>
<td>Workshop 5: Final debrief and expert suggestions on reporting</td>
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<tr>
<td>10</td>
<td>6 May</td>
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<tr>
<td>11</td>
<td>13 May</td>
<td></td>
<td></td>
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<tr>
<td>12</td>
<td>20 May</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>27 May</td>
<td>Workshop 6: Report presentation</td>
<td>Peer based assessments, Final Project Report due</td>
<td></td>
</tr>
</tbody>
</table>

Exam Period 8th-25th June
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click [here](#).