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

BAA614
VENTURE PROJECT B - OPPORTUNITY ANALYSIS

12.50 Credit points

Semester 2, 2019

Unit Outline

Rose Kling
# Contact Details

## Unit Coordinator

<p>| | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit coordinator:</strong></td>
<td>Rose Kling</td>
</tr>
<tr>
<td><strong>Campus:</strong></td>
<td>Sandy Bay</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Rose.Kling@utas.edu.au">Rose.Kling@utas.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>03 2662 2315</td>
</tr>
<tr>
<td><strong>Room location and number:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>By appointment</td>
</tr>
</tbody>
</table>
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## ACCREDITATION
- AACSB Accreditation: 19
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 12.5 Credit Points (equivalent to one unit).

This unit is Venture Project B and follows Venture Project A. In Venture Project A, students conducted a situation 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 an opportunity analysis.

For Venture Project B, you are expected to expand on and build on the outcomes of Venture Project C with specific projects, industry connections, and mentors from start-up or new venture organisations or ventures within existing companies. The specific projects, assignments and related duties you will undertake will be determined in consultation between yourself, industry / mentor / representative/s of the project organisations and TSBE. This will ensure the appropriate standards are maintained and that the project and related tasks relate to your course of study and to the needs of the start-up/venture. For the duration of the project period, the Course Coordinator will liaise with you and the industry personnel.

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 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 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.
In assessing this unit, I will be looking at your ability to:

- Analyse and discuss start-up/venture case study problems
- Explain business practice theories, principles and processes
- Peer review the work of others
- Apply business theories, principles and processes to a start-up/venture project
- Perform in the start-up/venture in accordance with expectations
- Work in a team and manage team performance
- Reflect on own performance as well as the performance of team members
- Communicate project outcomes in the form of a business report, and
- Present project summary in an oral format and 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
N/A

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 Item</th>
<th>Date due</th>
<th>Value Weighting</th>
<th>Links to Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion posts (online)</td>
<td>Final post by Week 12</td>
<td>15</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>Individual - Strategic Scan of Entrepreneurial Ecosystem</td>
<td>Week 8</td>
<td>25</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>Group Presentation Analysis Venture Proposal</td>
<td>Week 10</td>
<td>30</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Individual Report</td>
<td>Week 13</td>
<td>30</td>
<td>LO1, LO2</td>
</tr>
</tbody>
</table>

### Assessment details

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

**Total of 7 online discussion posts** - designed for students to apply concepts, learned in workshops and from visits or discussions with industry personnel and discussions with the lecturer and other students. You are expected to provide critical analysis and review of the topics presented throughout the semester – choosing 5 topics from a total of 10 topics published to MyLO. Students will be expected to provide evidence of knowledge of business terms, concepts, processes and theories in responses to relevant topic suggestions posted by the lecturer. Discussion boards will remain open throughout the semester for posts to occur at any time during the study period up until Week 12. Assessments for Discussion Forums will be provided in a rubric in the ‘Assessment’ folder on MyLO.

You must contribute at least 5 **originating posts** and 2 **response posts**. Posts will be judged in terms of the quality of writing, topic knowledge and ability to critically analyse and discuss with others using professional business language.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evidence of research and critical analysis and review of topics.</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>
2 Knowledge of business terms, concepts, processes and theories. LO1, LO2, LO3

3 Responses to the posts of others. LO3

Task Length Maximum 300 words per post

Due by date Final post by week 12

**Assessment Task 2: Strategic Scan of Entrepreneurial Ecosystem**

**Task description**
This assessment is designed for students to apply concepts, learned in workshops and from interaction with a venture / start-up business. Students are expected to provide critical analysis and review of the current entrepreneurial ecosystem addressing a particular venture-related problem or domain (which will be assigned to students in the first weeks of the semester). In addition, you will provide evidence of knowledge of business terms, concepts, processes and theories. You will also demonstrate knowledge of the concepts introduced at workshops, through unit resources, readings or videos, and you are expected to show analytical skills in considering topics.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Provide succinct and clear arguments and informed judgments supported by research.</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Explain business theories, the ecosystem ‘map’.</td>
<td>LO2, LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Demonstrated excellent written communication skills and report writing skills and techniques.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length** 1500 Words (maximum)

**Due by date** Week 8 - full instructions published on MyLO
Assessment Task 3: Group Presentation - Analysis Venture Proposal(s)

Task description
During the week 10 workshop for this unit students will be expected to present a 30-45-minute presentation detailing the work involved, research, progress and final expectations and outcomes detailing an analysis of up a maximum of 3 venture proposals. Students will be assessed on their presentation and communication skills, their ability to provide succinct and critical analyses of the project(s) considerations and provide for a reasonably business sound prediction for the project(s) outcomes. Review of the presentation will include Peer Review assessment (refer to Rubric under Assessments in MyLO).

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Provided a succinct, informative and professional presentation</td>
<td>LO3</td>
</tr>
<tr>
<td>2</td>
<td>Conveyed an excellent sufficiently detailed venture idea.</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Task Length
Group Presentation – 30-45-mins.

Due by date
Week 10

Assessment Task 4: Individual Report

Task description
This assessment is designed for students to provide an opportunity analysis for their own venture idea and incorporate all previous workshop (relevant) topics, feedback from Discussion Forums, Group Presentation along with interactions with industry mentors. Students are expected to provide critical analysis including an entrepreneurial ecosystem appropriate to their own venture proposal. Students will be expected to incorporate evidence of knowledge of business terms, concepts, processes and theories - as applied to a new business venture. Students will be expected to demonstrate clear analytical skills in applying the semester work into this final report.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Provided succinct and clear arguments and informed judgements supported by the research.</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>2</td>
<td>Clear and succinct recommendations</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Demonstrated written communication skills and techniques.</td>
<td></td>
</tr>
</tbody>
</table>

Task Length
1500 Words (maximum)

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.

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:

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 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 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 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.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
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]:

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).

Recommended readings

N/A

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

N/A

Specific attendance/performance requirements

N/A

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.
<table>
<thead>
<tr>
<th>Date Beginning</th>
<th>Topic/ Module/ Focus Area</th>
<th>Activities</th>
<th>Resources/ Readings/ Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 15 July</td>
<td>Semester overview, topics, introduction and assessment discussion.</td>
<td>Workshop 1 – introduction to semester, topics, online discussion post topics, expectations and assessments. Group formation.</td>
<td>Information on MyLO</td>
</tr>
<tr>
<td>3 29 July</td>
<td>Operational analysis and innovation and creativity.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 5 August</td>
<td>Feasibility, market analysis.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 19 August</td>
<td>Innovation and Creativity as Entrepreneurial thinking.</td>
<td>Strategies for Entrepreneurial or Intrapreneurial opportunities.</td>
<td></td>
</tr>
<tr>
<td>7 26 August</td>
<td>Start-ups</td>
<td>Structure of start-ups, success factors.</td>
<td></td>
</tr>
</tbody>
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**Mid-semester break 2 – 8 September**

| 8 9 September | Building a new venture plan – reporting the proposal.                     | Intra-group strategy, mock enterprise (or industry visit) discussion        | Assignment 2. Individual Strategic Scan. |

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<table>
<thead>
<tr>
<th>Date Beginning</th>
<th>Topic/Module/Focus Area</th>
<th>Activities</th>
<th>Resources/Readings/Further Information</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>16 September</td>
<td>Financial, moneys, venture capitalists, angels, crowd-funding.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Software, hardware and expertise.</td>
<td></td>
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Exam Period 26 October - 12 November
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.