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

BAA745
CAPSTONE VENTURE PROJECT

Semester 2, 2019
Unit Outline

Dr Onnida Thongpravati
CONTACT DETAILS

Unit coordinator

Unit coordinator: Onnida Thongpravati
Campus: Hobart
Email: Onnida.Thongpravati@utas.edu.au
Consultation hours: By Appointment
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</table>
**WHAT IS THE UNIT ABOUT?**

**Unit description**

This unit is the last in a series of venture project units. It signifies the culmination of study towards the Master of Entrepreneurship and Innovation degree in TSBE. The final project provides the opportunity to apply and extend the entrepreneurial theories and practices learned during the program. It carries 50 Credit Points. Contrary to some of the units studied in the Master of Entrepreneurship and Innovation program, this unit should be undertaken individually. Students are expected to orally and in writing, develop and justify a comprehensive new venture or start-up business plan for their own venture and further their project into expected outcomes (e.g. new product prototypes, IP application and commercialisation of services/processes/systems).

This unit involves a substantive external investigation, literature search and reviews of the background for the chosen idea, obtaining a clear understanding of the new venture’s problems that must be overcome, familiarisation with the context and market that new venture should be launched within, initial timeframe for the preparation and launch, evidence of implementation and formulation of effective growth strategies.

A supervisor (academic staff member(s) in the entrepreneurship and/or other relevant areas) will be allocated by the course coordinator to monitor and review the student’s progress on the project. The supervisor and the student are to meet regularly every week or every fortnight, as agreed upon. They will also have access to a pool of industry mentors and meet real entrepreneurs. Assessment is evaluated by the supervisors by means of pitch presentation, and submission of a final report.

**Intended Learning Outcomes**

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

1. Demonstrate a vibrant understanding of the start-up launch problems and associated implementation issues.
2. Critically analyse and demonstrate detailed background knowledge of the relevant entrepreneurial ecosystem and processes as a basis for developing and launching their own new venture ideas and program of work.
3. Critically evaluate and apply business theories and practical tools learned throughout the program to propose and implement solutions for the new venture to be launched.
4. Create, communicate, and justify a new venture business plan to a professional and diverse audience with different cultural backgrounds.
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

N/A

Prior knowledge &/or skills

Enrolment in this unit is subject to students being enrolled in the Master of Entrepreneurship and Innovation course at the University of Tasmania. Enrolment in the unit is at the discretion of the course or unit coordinator. Prior to enrolling in Capstone Venture Project, students must have taken and passed the other three project units (A, B, and C) as well as all the core units offered in the Master of Entrepreneurship and Innovation 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><strong>Assessment Task 1</strong>: New venture/start-up pitch presentation</td>
<td>Week 8</td>
<td>25%</td>
<td>1,2,3,4</td>
</tr>
<tr>
<td><strong>Assessment Task 2</strong>: New venture/ start-up final business model report</td>
<td>Week 13</td>
<td>75%</td>
<td>1,2,3,4</td>
</tr>
</tbody>
</table>

Assessment details

**Assessment task 1: New venture/start-up pitch presentation**

**Task description**

Each student will be expected to present a 5-minute pitch justifying and explaining the new venture idea, brief analysis on the market trends and context, initial resources needed for the launch and outcomes for their project including evidence of implementation (if applicable).

Students will be assessed based on their presentation and communication skills, their ability to provide concise and critical analysis of the project considerations and a reasonable business idea with sound predictions for the project outcomes.

More instructions for this assessment will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1: Explain the main start-up launch problems in the context of one’s own idea.</td>
<td>1</td>
</tr>
<tr>
<td>Criterion 2: Describe the challenges associated with implementing different solutions to start-up launch problems.</td>
<td>1</td>
</tr>
<tr>
<td>Criterion 3: Critically analyse, evaluate and apply relevant theories and concepts learned throughout the program to propose a business plan and justify solutions for start-up launch problems.</td>
<td>2, 3</td>
</tr>
</tbody>
</table>
Assessment task 2: New venture/ start-up final business model report

Task description
Each student will need to write and submit a new venture/ start-up business model plan that could be used to as a basis for your new venture.

After receiving feedback on assessment 1, students are expected to respond to the comments and produce the final report. The nature of the business and country (context) will have already been decided by week 8 (your pitch).

The plan is an individual written business report which, however, is still expected to be academically referenced.

More instructions for this assessment will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion</th>
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<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain the main start-up launch problems in the context of one’s own idea.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Describe the challenges associated with implementing different solutions to start-up launch problems.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Critically analyse, evaluate and apply theories and concepts learned throughout the program to propose a business plan and justify solutions for start-up launch problems.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Apply relevant business models, practical tools and methods to propose solution for new venture launch problems.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Communicate a report in the form of a business report.</td>
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</tbody>
</table>
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:

Academic referencing

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.

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 appropriate referencing style for this unit is [Referencing Style Name]

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

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).

Other Recommended Resources/Software

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://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

Students will be allocated with academic supervisors (and potential industry mentors, if required) for their new venture project. They are expected to send calendar invitations to the allocated supervisors for all the supervision meetings that will occur throughout the semester, as agreed upon in the first meeting.

At the subsequent supervision meetings, students are to provide an update of their current progress, the next stages of their plan and indicate any supports/resources required to move their project towards implementation. They are also required to provide a summary of the discussion after each supervision meeting.

In addition to the supervision meeting, students are encouraged to communicate on a regular basis (at least once a week) with their academic supervisors (and industry mentors, if any) to discuss their progress with the assessments and their project issues via email. This must be done through student’s UTAS email account only, and it is important that students include all their supervisors in the email communication.

For teaching and learning inquiries (supervision), please contact your allocated supervisors directly.

For any unit level inquiries, please contact the coordinator of this unit.
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>WEEK</th>
<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</td>
<td>15 July</td>
<td>Subjective imperative: introduction and online discussion</td>
<td>MyLO</td>
<td>N/A</td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td>Project overview, expectation and goals – supervisor allocation</td>
<td>Enterprize, Hobart</td>
<td>N/A</td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Meet your supervisors – project work (1)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>5 August</td>
<td>Brief check-in discussion with supervisors (2)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>12 August</td>
<td>Project work/additional supervision (by request)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>19 August</td>
<td>Discussion (3) – interim review of project progression</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Project work/additional supervision (by request)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid-semester break 2 – 8 September</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>9 September</td>
<td>Discussion (4) – interim review of project progression</td>
<td>Assessment 1 Due: 9th September: 23:30pm</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>Discussion (5) – interim review of project progression</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>Project work/additional supervision (by request)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Discussion (6) – final project review</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Project work/additional supervision (by request)</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td></td>
<td>Assessment 2 Due: 14th October: 23:30pm</td>
<td></td>
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</tbody>
</table>

Note: project work means self-study/research on current project and/or a meeting with industry mentor(s)/visit to company(ies), as supervised and guided by the supervisors.
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.