



University
of Otago
ŌTĀKOU WHAKAIHU WAKA

ENTR312 – New Venture Creation Strategy

**Course Outline | Whakamārama Akoraka
Semester Two 2024**



**ENTR 312
New Venture
Creation Strategy**

Apply your learning and research skills, develop and pitch a go-to-market strategy for a start-up idea, and learn essential start-up management skills and the importance of innovation practice for existing organisations.

Co-ordinator:
Conor O'Kane

**Bachelor of Entrepreneurship
Tohu Paetahi Rakahinoka**

**Department of Management
Te Mātauraka Whakahaere
Otago Business School – Te Kura Pakihi**

Contents

Course Description and Aims <i>Whāinga o te Akoranga</i>	3
Learning Outcomes <i>Hua Akoranga</i>	3
Teaching Team <i>Kaiako</i>	4
Course Information <i>Mōhiohio akoranga</i>	4
Learning Resources <i>Rauemi Ako</i>	5
Course Calendar <i>Maramataka</i>	5
Assessments <i>Aromatawai</i>	6
Expectations and Workload <i>Te Nui o te Mahi</i>	9
Referencing <i>Tohutoro</i>	9
Academic Integrity <i>Pono-ā-wānanga</i>	10
Class Representatives <i>Māngai mō te Akoranga</i>	10
Disclaimer <i>Kupu Whakatonu</i>	11

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu | Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

What we teach

ENTR312 is the final paper in the Bachelor of Entrepreneurship (BEntr). In this applied paper, students implement a new venture creation process. The structure and content of ENTR312 is designed to build on and extend previous learning within the BEntr degree. The paper expects, and provides a platform, for students to showcase their entrepreneurial mindset and innovation and business development skills. Throughout semester, students learn key frameworks and processes related to market segmentation, value propositions, competitive analysis, business model design, sales, and entrepreneurial experimentation. Students will apply and demonstrate their learning in these areas by researching and developing a new venture idea, the results of which they will present at the end of semester through a pitch and background documentation. Additional learning within ENTR312 takes place through class discussion, group work and written and oral case analysis.

Learning Outcomes | *Hua Akoranga*

What you Learn

Over the course of the semester, students will be introduced to key knowledge, frameworks and tools related to a new venture creation process. On successful completion of the course, students of ENTR312 will have:

- Experienced the steps and process required to research, progress and iterate a new venture idea.
- Practised how to create and design a go-to-market strategy a for a new idea.
- Persuasively and concisely communicated - orally and in writing – a new venture opportunity.
- Improved their understanding of what is required to be a responsible team member.
- Applied their learning to critically evaluate and articulate other start-up ideas.

Teaching Team | *Kaiako*

Course Coordinator, Lecturer

Name: Associate Professor Conor O’Kane
Office: Room 7.15, Level 7, Otago Business School
Email: conor.okane@otago.ac.nz
Office Hours: Thursday 2-3pm

Entrepreneurship administrator

Name: Theresa Forbes
Office: Divisional Office, Ground Floor, Otago Business School
Email: bentr@otago.ac.nz
Office Hours: By appointment – please email

Course Information | *Mōhiohio akoranga*

How we teach

Lectures/workshop tutorials

ENTR312 has a two-hour lecture and two-hour workshop tutorial each week. Given the practical nature of the paper, many of these lectures will involve discussion and activities, they will not be solely of traditional lecture format.

- Lectures: Wednesday 2-3.50pm
- Workshops Friday 10-11.50pm

ENTR312 has three interconnected core learning activities:

1. theory-and knowledge-based lectures and materials,
2. workshop activities and speakers, and
3. course assessment.

Each activity has distinct aims and benefits. By committing to all forms of learning, students will develop a comprehensive understanding of key tools, techniques and processes related to new venture creation strategy. Students should not expect to be successful in the course unless they are engaging with all activities.

New material will be introduced and explained in each lecture. Slides and support readings or other relevant material will be posted shortly before each lecture. It is not expected that students will be prepared for lectures, however, it is expected that they will review lecture and support material after class and participate in workshop sessions.

Attendance and recordings

Lectures will be recorded (workshops are not recorded); but it is anticipated that students will attend all classes – lectures and workshops. The recordings offer a back-up for exceptional circumstances when students cannot attend lectures, however, the course is not designed for completion through recordings. More precisely, this is a practical paper and the final paper in Bachelor of Entrepreneurship degree. In the absence of an exam,

learning and assessments are built into lecture and workshop activities, e.g., pitches and feedback, case exams, case discussion, groups worksheet completion.

Learning Resources | *Rauemi Ako*

Textbook

There is no prescribed test book for this paper. Students will receive lecture notes and supplementary reading for their learning.

Blackboard

We use Blackboard <https://blackboard.otago.ac.nz/> for teaching, learning, and knowledge sharing. Within the ENTR312 Blackboard pages students will find:

- Course information – details on course outline, teaching team and class representatives.
- Course documents – lecture notes, case studies, readings, worksheets will be published weekly.
- Assignments – course assessments, general guidelines, submission instructions and due dates (although most of that is available in this outline)
- Announcements – relevant news, updates and grades will be posted as appropriate.
- Library – details on our academic integrity policy and APA referencing style guidelines and more.

Course Calendar | *Maramataka*

Your academic road map

Week	Lecture – Wed 2-3:50pm	Workshop – Friday 10-11:50 am	Assessment
July 15 th	Introduction and course overview	Library session - resources for your entrepreneurship studies	
July 22 nd	Value innovation	Case workshop on blue ocean thinking	Group presentation and feedback 10%
July 29 th	Ideation and group formation	Market segmentation	Worksheet submission
August 5 th	Primary market research and customer exploration	Who is your customer?	Worksheet submission
August 12 th	Value propositions and competition	What can you do for your customer?	Worksheets submission
August 19 th	Acquiring and growing customers	Customer acquisition	Worksheets submission
August 26 th	Business models, pricing and unit economics	No workshop	
Sept 2 nd	Mid-semester break		
Sept 9 th	Scalable revenue engines	Guest speaker – Sam Barclay, Sales	Worksheets submission
Sept 16 th	LTV/COCA guest session	Workshop TBC	Worksheets submission
Sep 23 rd	Assumptions and testing	Testing workshop	Worksheets submission
Sept 30 th	In-class written case exam	Case debrief, pitching and final assessment overview and Q&A	Case study exam 30%
Oct 7 th	Research week – available for consultation	Research week - available for consultation	
Oct 14 th	Final pitches	No workshop	Pitch package – 40% (Peer evaluated)

Assessments | *Aromatawai*

Growth and Progress Milestones

All presented material is subject to assessment (unless specified otherwise). Essential assessment details, including due dates and guidelines are available in this course outline and will be communicated further in class. Where appropriate, additional details and marketing structures will be available within the assessment tab of Blackboard.

It is the student's responsibility to stay informed, monitor their progress, and catch up on any missed classes.

Please note, it is always important to familiarise yourself with our Academic Integrity Policy and Referencing guide at the end of this document. If Artificial Intelligence (AI) is being used in the completion of any assessment, the search prompts must be included as an appendix to that assessment.

Students of ENTR312 will demonstrate proficiency in analytical, critical thinking, primary research, teamwork, presentational and written skills as part of their assessment. Students have four separate forms of assessment - 50% of which will be group-based (but peer reviewed) and 50% individual. **There is no final exam.**

Assessment	Due date	% of final grade	Group/Individual
Case workshop and presentation	July 25th in class	10%	Group
Contribution	Throughout semester	20%	Individual
Case study written exam	October 2 nd in class	30%	Individual
Final pitches, reports and feedback	October 16 th in class	40% (20%; 10%; 10%)	Group (peer reviewed)

Details on Course Assessment

1. Case workshop and presentation 10%, group, July 25th

Following on from Wednesday's lecture on value innovation in the second week, on Friday morning students will be organised into groups and given a case study to analyse using the lecture material and frameworks. The case involves making a recommendation for what business model a start-up should use. At the end of class, groups will make a short presentation to the rest of the class outlining their business model recommendation. Groups will be evaluated based on the quality of their recommendation and presentation. A copy of the slides must be submitted via Blackboard (one submission per group).

2. Contribution, 20% individual, throughout semester

Throughout semester, students will be evaluated on their contribution to the class learning environment. This will include level of engagement and contributions in Wednesday lectures and Friday workshops. A second area where students' contributions will be evaluated relates to the new venture group assignment (see assignment 4). More precisely, to provide evidence that groups are working on and advancing their new venture idea, each week they are required to submit worksheets related to the material covered in class. Part of students' *individual* contribution mark will be based on the quality of worksheets submitted by their group, together with assessments of their individual contribution to these group worksheets.

3. In class case analysis exam 30%, individual, October 2nd in class

During class time, students will undertake a written case analysis. The case will be released earlier that week, but the case questions will not be released until 2pm Wednesday in class. Students will have 1 hour, 45 minutes to complete and submit the written case analysis. Answers must be submitted via Blackboard before leaving class.

4. Pitch, report and feedback 40%, group (peer evaluated), October 16th in class

Throughout semester, assigned (small) groups (principally outside of class time) will research and advance a new venture idea. During semester, students will be presented with worksheets and frameworks related to a start-up process. Each group must apply these to advance a new venture idea. In the last week of semester, groups will 1) pitch their new venture idea (20%), 2) submit a (max) 15-page workbook (10%) which will include evidence of the research undertaken (i.e., the updated worksheets underpinning each presentation pitch), and 3) provide questions and feedback to other groups as they pitch their ideas, the quality of which will be worth (10%). This assessment is peer evaluated meaning everyone in the group will anonymously grade their team members for their respective contribution to the group's work throughout semester and provide a short-written explanation for their grading. Final marks for each student will depend on how they were evaluated by their peers. All files (slides, workbooks, feedback sheets and peer evaluations) must be submitted via Blackboard.

Aligning Learning Outcomes with Assessments

Learning Outcome	Case workshop (10%)	Contribution (20%)	Case exam (30%)	Final pitch, report and feedback (40%)
Experienced the steps and process required to research, progress and iterate a new venture idea.		X	X	X
Practised how to create and design a go-to-market strategy a for a new idea.	X		X	X
Persuasively and concisely communicated - orally and in writing – a new venture opportunity.	X	X		X
Improved their understanding of what is required to be a responsible team member.	X	X		X
Applied their learning to critically evaluate and articulate other start-up ideas.			X	X

Submitting assignments (and presentation slides)

- Written submissions should have 12-point font Times New Roman and 1.5 spacing. No requirements are set for slides.
- If non-original material is referred to, the written commentaries should have correct referencing (APA style) and citation is essential for all material used (academic readings, company documents, websites, newspaper or industry reports etc.). See the Referencing section in this document. Guidance is also available from the Library tab on Blackboard.
- The University of Otago reserves the right to use plagiarism detection tools. Electronic copies of your written and presentation work will be put through *Turnitin*, a programme that indicates what seems totally original and what may have been “cut and pasted” from: the internet; published works; and other essays and assignments (from your class and worldwide). (See the note on academic integrity below).
- If you require technical support, please contact Ask IT via email at student.it@otago.ac.nz, or phone 03 479 7000 or 0800 80 80 98

Late Assignments

Assessments submitted after the due time will be penalised at a rate of -5% per day (of the maximum available marks - e.g. if the work is awarded a mark of 70% and is submitted one

day late, the mark received will be 65%). This includes weekend days. **After two days, the work will not be marked.** Only the course coordinator can approve time extensions.

What if you can't submit an assessment and you need an extension?

Extensions will be granted only in exceptional circumstances. Please email bentr@otago.ac.nz with supporting documentation **before** the due date.

Expectations and Workload | *Te Nui o te Mahi*

This course conforms to the 18-point course format comprising approximately 180 hours spent in class, private study, preparing assignments, and other activities. We expect you to come to each session of lectures and workshops prepared. You should have pens, paper, and a networked device (e.g., phones, tablets, or laptops).

Hours	Item	Breakdown
26	Lectures	2 hours a week over 13 weeks
26	Workshops	2 hours a week over 13 weeks
20	Preparation for case exam	Revision of course material, reading of case – 8 hours a week over 2 weeks in lead in to exam
80	Final pitch and workbook	Researching idea, group meetings, worksheet completions, final pitch/document preparation. 8 hours a week for 10 weeks
28	Private study – revising lecture material and consulting support resources	Approx 2 hours a week for 13 weeks
180 total		

Referencing | *Tohutoro*

In this course, we adhere to the APA referencing style, a vital skill that showcases your commitment to academic integrity and respect for other scholars' work. Accurate referencing not only demonstrates your scholarly diligence but also enables readers to trace the sources you've used, enriching the academic conversation.

To master the APA style, visit the University Library website for comprehensive style guides: http://otago.libguides.com/citation_styles. Additionally, you can find valuable resources in the Assessments Tab on Blackboard.

Academic Integrity | *Pono-ā-wānanga*

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Class Representatives | *Māngai mō te Akoranga*

The class (or student) representative system is an avenue for encouraging communication and consultation between staff and students. It provides you with a vehicle for communicating your views on the teaching and delivery of the course and provides staff with an opportunity to communicate information and gain constructive feedback from students. It contributes to developing a sense of community within a department and adds a further dimension to the range of support services offered to students.

Volunteers for class representatives will be called early in the semester. The OUSA invites all class representatives to a training session conducted by OUSA about what it means to be a class representative, and some of the possible procedures for dealing with issues that arise. They also provide information on the services that OUSA offers and the role OUSA can play in solving problems that may occur. The OUSA provides support to class representatives during the semester. Department staff will also meet with class representatives during the semester to discuss general issues or matters they wish to have considered.

Your class representative's name and contact details will be posted on Blackboard early in the semester.

Disclaimer | *Kupu Whakatonu*

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.