



COURSE OUTLINE

EMB784 Planning and Pitching your start-up

Course Coordinator: Margarietha Scheepers (mscheepe@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Session 1

USC Sunshine Coast

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

You will progress your start-up by developing an action-focused business plan for the launch, growth and exit of an innovative start-up. You will draw from your knowledge gained throughout the EMBA and more specifically the entrepreneurship courses to research, refine and design a compelling business model and action-focused business plan to persuade your target audience of the merit of your start-up. Your final pitch will showcase your start-up and seek to convince a business panel of your purpose, whether this is to raise funds, attract strategic partners, or simply as a roadmap for the top management team. Topics include new venture entry and exit strategies, market development, financing, and the effective presentation of the start-up's business model and plan.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Tutorial/Workshop 1 – Delivered in an intensive mode over two weekends: 9 hours each weekend, a month apart.	9hrs	Throughout teaching period (refer to Format)	2 times

1.3. Course Topics

New venture entry and exit strategies

Testing the business concept, marketing plan and organisational plan

New venture financial projections

Business planning

New venture pitch

2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

3. What is the unit value of this course?

6 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Develop a market entry strategy for your new venture.	Creative and critical thinker Engaged	PC1.1 - Written Communication PC3.1 - Problem Solving
2 Integrate marketing and operational assumptions from your proposed venture and develop pro-forma financial statements for the business plan of the new venture	Knowledgeable	PC1.1 - Written Communication PC3.1 - Problem Solving
3 Write a business plan with the purpose of convincing your target audience to raise funds, attract strategic partners, or acquire key customers.	Creative and critical thinker Empowered	PC1.1 - Written Communication PC3.1 - Problem Solving
4 Pitch (present) your start-up to a panel persuading them to achieve the purpose of your plan	Empowered Engaged	PC1.2 - Oral Communication

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Enrolled in Program BU791

5.2. Co-requisites

EMB766

5.3. Anti-requisites

MBA716

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Early formative feedback will be presented during class workshops and during the Saturday 19 February pitch and business plan review workshop.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Plan	Individual	60%	20 pages plus appendices	Refer to Format	Online Assignment Submission with plagiarism check
All	2	Oral	Individual	40%	7 minutes, followed by 3 minutes Q&A	Refer to Format	In Class

All - Assessment Task 1: Business Plan (written)

GOAL:	To write a persuasive business plan to achieve your startup goals.																						
PRODUCT:	Plan																						
FORMAT:	<p>Individual assessment</p> <p>The persuasive, written business plan should detail the market entry strategy and reflect marketing and operational assumptions the pro-forma financial statements.</p> <p>This task is used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed:</p> <p>Program Learning Objective 1.1 - Demonstrate effective written communication skills in a business context.</p> <p>Further details are provided in the assessment area of the learning management system (LMS).</p>																						
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Construct a compelling and persuasive executive summary.</td> <td>3</td> </tr> <tr> <td>2</td> <td>Create and develop a compelling value proposition for a clearly defined target market, based on a credible market and industry analysis.</td> <td>1</td> </tr> <tr> <td>3</td> <td>Formulate a competitive advantage and outline how value will be created through the marketing plan, production and operations plan, and human resource plan sections</td> <td>3</td> </tr> <tr> <td>4</td> <td>Draw up the pro-forma financial statements with key assumptions to demonstrate the viability</td> <td>2</td> </tr> <tr> <td>5</td> <td>Evaluate and mitigate the startup risk through a risk analysis</td> <td>3</td> </tr> <tr> <td>6</td> <td>Demonstrate effective written communication skills reflected in the design, appearance and quality of the business plan</td> <td>3</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Construct a compelling and persuasive executive summary.	3	2	Create and develop a compelling value proposition for a clearly defined target market, based on a credible market and industry analysis.	1	3	Formulate a competitive advantage and outline how value will be created through the marketing plan, production and operations plan, and human resource plan sections	3	4	Draw up the pro-forma financial statements with key assumptions to demonstrate the viability	2	5	Evaluate and mitigate the startup risk through a risk analysis	3	6	Demonstrate effective written communication skills reflected in the design, appearance and quality of the business plan	3	
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All - Assessment Task 2: Presentation of the Business Pitch

GOAL:	To deliver a convincing new venture pitch (presentation of the business plan) to a panel of industry and academics.	
PRODUCT:	Oral	
FORMAT:	<p>Submit: PDF of pitch slide deck</p> <p>Pitch presentation and Q&A to win the hearts and minds of your audience (the panel and your classmates) delivered 3 March 2021.</p> <p>This task is used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed:</p> <p>Program Learning Objective 1.2 - Demonstrate effective oral communication skills in a business context.</p> <p>Further details are provided in the assessment area of the Learning Management System (LMS).</p>	

CRITERIA:	No.	Learning Outcome assessed	
	1	the ability to succinctly and convincingly outline the start-up concept	4
	2	demonstrate the problem or opportunity you are pursuing, its size and your ability to deliver a beneficial, value-creating solution	4
	3	outline how you will gain a competitive advantage	4
	4	persuasive business model and credible financial projections	2
	5	demonstrate effective persuasive oral communication skills through the quality and credibility of your presentation	4

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

You should bring a laptop to work on your business plan during all the workshop sessions.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au