



## BUSINESS SCHOOL

Course Outline 2019

**GLMI 709: CREATING GLOBAL VENTURES (15 POINTS)**

**Semester 1**

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### Course prescription

Examines the issues involved in forming and operating a knowledge-intensive company that is global from inception. Includes topics such as assessing opportunities, developing a business model, forming a team and gathering the resources to launch a global new venture.

### Course advice

Restriction: INTBUS 705, MGMT 715

Designed for students with no previous business background in entrepreneurship who are interested in learning more about creating new global ventures. The course guides participants through the early stages of identifying and evaluating a business opportunity. Students are encouraged to participate in the [Velocity Ideas Challenge](#) and to attend the Innovation Seminar series.

### Goals of the course

The course alerts students to key challenges and decisions that will be faced in developing a new global venture. Participants learn how to identify and evaluate opportunities, and use frameworks and tools to evaluate risk and develop a viable business model. Transferable skills related to teamwork, problem solving, and communication are developed by working in a team to move a business idea toward reality.

## Learning outcomes (LO)

By the end of the course, it is expected that students will be able to:

#	Learning outcome	Graduate profile capability*
LO1	Identify and evaluate a global entrepreneurial opportunity.	1. Disciplinary knowledge and practice 2. Critical thinking 5a. Independence
LO2	Critically evaluate from an external perspective (other than the entrepreneur) the viability of a global entrepreneurial opportunity.	2. Critical thinking 3. Solution seeking 5a. Independence 5b. Integrity
LO3	Develop a business model for a global venture.	3. Solution seeking 5a. Independence 5b. Integrity
LO4	Effectively communicate key elements of the business model of a potential global venture using a range of appropriate formats.	4a. Communication (Oral) 4b. Communication (Written) 4c. Engagement and Collaboration
LO5	Critically analyse a body of literature that has practical application when creating global ventures.	1. Disciplinary knowledge and practice 2. Critical thinking 3. Solution seeking

\* See the graduate profile this course belongs to at the end of this course outline.

## Content outline

Week/Module	Date	Topic	Relevant learning resources/activities	Assessment Due this period
1	March 5	Introduction to the course and local ecosystem	Lecture Online material Personal network exercise	
2	March 12	Ideation, Effectuation & Creativity	Lecture Ideation exercise Effectuation exercise Online material	Site visit to The Icehouse
3	March 19	Finding and assessing opportunities	Lecture Online material Market size exercise	Tour of UNLEASH & Makerspace
4	March 26	Entrepreneurial Teams	Reviewing 1 min pitches & reading 1	

			page summaries (2hrs) Coffee Networking to form teams (1hr)	Opportunity identification due Mar 4 @ 11pm *Summary and Video Pitch uploaded onto Canvas
5	April 2	Customer and market validation	<u>Online module only</u> – use class time to work with your team	
6	April 9	Lean startup methods	Lecture Business model canvas exercise Value proposition exercise Online material	
	Apr 15- Apr 26	Mid-semester break	Mid-semester break	Mid-semester break
7	April 30	Identifying an appropriate global business strategy	Lecture + Possibly a guest entrepreneur?  Teams present to each other and provide feedback  Online material	Milestone Venture Summary due Apr 30 @ 11 pm
8	May 7	Legal issues	Lecture Time to work with team Online material	
9	May 14	Funding startups	Lecture Time to work with team Online material	Velocity Challenge deadline (date TBC)  Feedback on Venture Opportunity due May 14 @ 11pm
10	May 21	Mentoring	Appointments for teams to meet one-on-one with Instructor and an external mentor	
11	May 28	Pitching	<u>Online module only</u> – use class time to work with your team	Critical analysis and reflection due May 27 @ 11pm
12	June 4	Venture presentations	Teams present venture plan to class	Venture plan slide-deck due June 3 @ 11pm Presentation order randomly assigned on June 4

## Learning and teaching

This course engages participants through a variety of learning modes. During the course you will:

1. Access the online materials that are available on Canvas.
2. Attend presentations by lecturers or guest speakers.
3. Work as part of a team to plan a venture.
4. Complete a reflective exercise on one guest speaker/entrepreneur.

## Teaching staff

**Dr Leith Oliver**

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## Learning resources

All course content will be provided online through [Canvas](#), the University's learning management system.

## Assessment information

Assessment task	Weight %	Group and/or individual	Submission
1. Opportunity identification exercise*	20%	Individual	Written assignment
2. Feedback on venture opportunity	20%	Group	Written assignment
3. Venture plan	30%	Group	Oral presentation and slide-deck
4. Critical analysis and reflection on an Guest Speaker/Entrepreneur	30%	Individual	Written assignment

*\* submission of video pitch and one page Idea summary/poster*

Further details on these assessments will be provided in Canvas.

## Pass requirements

Students must complete all assignment tasks and achieve an overall minimum mark of 50%

## Description of assessment tasks

Assessment task	Learning outcome to be assessed
1 Opportunity identification exercise	LO 1 & 2
2 Feedback on venture opportunity	LO 1 & 2
3 Venture plan	LO 3 & 4
4 Critical analysis and reflection on an Guest Speaker/Entrepreneur	LO 5

### Inclusive learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the courses convenor/lecturer and/or tutor.

### Academic integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting his or her learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the worldwide web. A student's assessed work may be reviewed against electronic source material using computerised detection to provide an electronic version of their work for computerised review.

### Student feedback

A class representative will be elected and as part that role student feedback on any issues will be provided via student staff consultative meetings. At the end of the course students will also be asked to complete a course evaluation to provide feedback for ongoing development of this paper.

### In the event of an unexpected disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies, In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via Canvas and the University website.

### Graduate profile for MCom/Post Grad Diploma

The following six themes represent the capabilities that the Business School seeks to foster in all of its graduates. The development of these capabilities does not come all at once, but rather is expected to build from year to year. Each course is not expected to contribute to all capabilities, but each course will have its own goals and learning outcomes that relate to the overall development of this profile.

## Graduate Profile

### 1. Disciplinary knowledge and practice

Graduates will be able to apply highly specialised knowledge within the discipline of new business ventures to demonstrate an advanced awareness and understanding in a global context.

### 2. Critical thinking

Graduates will be able to analyse and evaluate the relevant literature, and design and develop scholarly arguments that demonstrate advanced and diverse thinking.

### 3. Solution seeking

Graduates will be able to creatively research and analyse complex issues in new global business venture development, and develop innovative solutions.

### 4. Communication and engagement

Graduates will be able to engage, communicate, and collaborate with diverse groups using multiple formats and effectively address a range of professional and academic audiences.

### 5. Independence and integrity

Graduates will be able to demonstrate advanced independent thought, self-reflection, ethics, and integrity.

### 6. Social and environmental responsibility

Graduates will consider, in relation to their discipline, the potential significance of the principles underpinning both the Treaty of Waitangi and sustainability.

Note that if you are enrolled in a conjoint degree, you should also engage with the Graduate Profile for your other degree programme