Course Outline  
**GLMI 709: CREATING GLOBAL VENTURES (15 POINTS)**  
Semester 2 2018

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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.

**Programme and 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**  
By the end of this course it is expected that students will be able to:

1. Identify and evaluate a global entrepreneurial opportunity.
2. Critically evaluate from an external perspective (other than the entrepreneur) the viability of a global entrepreneurial opportunity.
3. Develop a business model for a global venture.
4. Effectively communicate key elements of the business model of a potential global venture using a range of appropriate formats.
5. Critically analyse a body of literature that has practical application when creating global ventures.
## Content Outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Learning mode</th>
<th>Activities and Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 20</td>
<td>Introduction to the course and local ecosystem</td>
<td>Lecture, Online material, Personal network exercise</td>
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<tr>
<td>2</td>
<td>July 27</td>
<td>Ideation, Effectuation &amp; Creativity</td>
<td>Lecture, Ideation exercise, Effectuation exercise, Online material</td>
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<tr>
<td>3</td>
<td>August 3</td>
<td>Finding and assessing opportunities</td>
<td>Lecture, Online material, Market size exercise</td>
<td>Tour of UNLEASH &amp; Makerspace</td>
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<tr>
<td>4</td>
<td>August 10</td>
<td>Entrepreneurial Teams</td>
<td>Reviewing 1 min pitches &amp; reading 1 page summaries (2hrs), Coffee Networking to form teams (1hr)</td>
<td>Opportunity identification due Aug 10 11pm *Summary and Video Pitch uploaded onto Canvas</td>
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<tr>
<td>5</td>
<td>August 17</td>
<td>Customer and market validation</td>
<td>Online module only – use class time to work with your team</td>
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<tr>
<td>6</td>
<td>August 24</td>
<td>Lean startup methods</td>
<td>Lecture, Business model canvas exercise, Value proposition exercise, Online material</td>
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<td></td>
<td>Aug 31</td>
<td><strong>Mid-semester break</strong></td>
<td><strong>Mid-semester break</strong></td>
<td><strong>Mid-semester break</strong></td>
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<td>7</td>
<td>Sept 14</td>
<td>Identifying an appropriate global business strategy</td>
<td>Lecture, <em>Possibly a guest entrepreneur?</em> Teams present to each other and provide feedback Online material</td>
<td><strong>Milestone Venture Summary due Sept 14 11 pm</strong></td>
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<tr>
<td>8</td>
<td>Sept 21</td>
<td>Legal issues</td>
<td>Lecture, Time to work with team Online material</td>
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<tr>
<td>9</td>
<td>Sept 28</td>
<td>Funding startups</td>
<td>Lecture, Time to work with team Online material</td>
<td><strong>Velocity Challenge deadline Monday Sept 24 (TBC)</strong> <strong>Feedback on Venture Opportunity due Sept 28 11pm</strong></td>
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<tr>
<td>Date</td>
<td>Mentorship Event</td>
<td>Details</td>
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<td>Oct 5</td>
<td>Mentoring appointments for teams to meet one-on-one with Instructor and an external mentor</td>
<td>Critical analysis and reflection due Oct 11 11pm</td>
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<tr>
<td>Oct 12</td>
<td>Pitching</td>
<td>Online module only – use class time to work with your team</td>
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<td>Oct 19</td>
<td>Venture presentations</td>
<td>Teams present venture plan to class</td>
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<td></td>
<td>Venture plan slide-deck due Oct 18 11pm</td>
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<td>Presentation order randomly assigned on Oct 19</td>
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**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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Email: l.oliver@auckland.ac.nz

**Learning Resources**

All course content will be provided online through Canvas, the University’s learning management system.

**Assessment**

1. Opportunity identification exercise*  
   - Individual  
   - Written assignment  
   - 20%

2. Feedback on venture opportunity  
   - Group  
   - Written assignment  
   - 20%

3. Venture plan  
   - Group  
   - Oral presentation and slide-deck  
   - 30%

4. Critical analysis and reflection on a Guest Speaker/Entrepreneur  
   - Individual  
   - Written assignment  
   - 30%

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

Further details on these assessments will be provided in Canvas.

The relationship between these assessments and the course learning outcomes is:

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Opportunity identification and assessment</th>
<th>Feedback on venture opportunity</th>
<th>Venture plan</th>
<th>Critical analysis and reflection</th>
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<tbody>
<tr>
<td>1</td>
<td>X</td>
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<tr>
<td>2</td>
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<td>3</td>
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100%
Inclusive Learning
Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback
This is the first year this course has been offered. At the end of the course students will be asked to complete a course evaluation to provide feedback for ongoing development of this paper.

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 World Wide Web. A student’s assessed work may be reviewed against electronic source material using computerized detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerized review.