

EMB766

# Business Model Development

School: School of Business and Creative Industries

2021 | Session 6

UniSC 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 [usc.edu.au](http://usc.edu.au) 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 develop a business model for your innovation concept, applying lean start-up principles to enhance the feasibility and viability of your business opportunity. You will refine your business concept through action research, and develop a business model to fit your target audience's behaviour. This action-focused lean-start-up process forms the foundation of developing your innovation or new venture. Topics include business model refinement, customer development, feasibility analysis, new venture team dynamics, intellectual property decisions and new venture funding.

### 1.2. How will this course be delivered?

| ACTIVITY                | HOURS | BEGINNING WEEK | FREQUENCY          |
|-------------------------|-------|----------------|--------------------|
| <b>BLENDED LEARNING</b> |       |                |                    |
| <b>Lecture</b>          | 2hrs  | Not applicable | Not Yet Determined |

### 1.3. Course Topics

Business model design and disciplined entrepreneurship: Hypothesis testing

Pitching a nascent startup concept

New venture team formation

Customer development based on lean startup principles

Pivots and the business model

Feasibility analysis and action plan for progression pathways

## 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 Assess a business concept by evaluating a business plan taking into account the feasibility, credibility of the market research and financials for the proposed venture. | Knowledgeable<br>Creative and critical thinker                         | PC3.1   |
| 2 Propose a new venture by developing a relevant business concept and model.   | Creative and critical thinker<br>Engaged                               | PC3   |
| 3 Seek and obtain relevant market data and analogues to draw up an initial marketing plan.   | Knowledgeable<br>Engaged   | PC3   |
| 4 Determine the strengths and weaknesses of the management team for the proposed new venture.  | Knowledgeable<br>Sustainability-focussed                               | PC3   |
| 5 Develop a business model and feasibility analysis for the proposed new venture   | Creative and critical thinker<br>Empowered                             | PC6.2   |

\* Competencies by Professional Body

| CODE  | COMPETENCY                     |
|---|--------------------------------|
| ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS |                                |
| PC3   | Creative and Critical Thinking |
| PC3.1   | Problem Solving                |
| PC6.2   | Discipline Knowledge           |

#### 5. Am I eligible to enrol in this course?

Refer to the [UniSC 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

Not applicable

##### 5.3. Anti-requisites

MBA716 or MGT711

##### 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

Task 1 feedback will inform students during Session 4 of their progress in this course.

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        | Artefact - Professional, and Written Piece | Individual          | 40%         | 1500 words plus appendices       | Refer to Format       | Online Assignment Submission with plagiarism check |
| All           | 2        | Report                                     | Individual          | 60%         | Feasibility study of 2,500 words | Refer to Format       | Online Assignment Submission with plagiarism check |

**All - Assessment Task 1:** Startup business model revision and research

| <b>GOAL:</b>           | To reflect on the your lean startup research process by discussing key learnings related to the business model iterations.  |                           |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
|------------------------|---|---------------------------|--|---------------------------|---|--|---|---|---|---|---|--|---|---|--------------------------------|---|--|
| <b>PRODUCT:</b>        | Artefact - Professional, and Written Piece  |                           |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| <b>FORMAT:</b>         | Digital artefact .<br>Details will be provided on Blackboard.   |                           |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| <b>CRITERIA:</b>       | <table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Professional presentation and clarity of communication</td> <td>5</td> </tr> <tr> <td>2</td> <td>Personal reflections and key learnings related to the refining the business model based on customer discovery</td> <td>3</td> </tr> <tr> <td>3</td> <td>Demonstrate an understanding for managing and working in a new venture team context.</td> <td>4</td> </tr> <tr> <td>4</td> <td>Recommendations for next steps</td> <td>4</td> </tr> </tbody> </table> | No.                       |  | Learning Outcome assessed | 1 | Professional presentation and clarity of communication | 5 | 2 | Personal reflections and key learnings related to the refining the business model based on customer discovery | 3 | 3 | Demonstrate an understanding for managing and working in a new venture team context. | 4 | 4 | Recommendations for next steps | 4 |  |
| No.                    |   | Learning Outcome assessed |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| 1                      | Professional presentation and clarity of communication  | 5                         |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| 2                      | Personal reflections and key learnings related to the refining the business model based on customer discovery   | 3                         |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| 3                      | Demonstrate an understanding for managing and working in a new venture team context.  | 4                         |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| 4                      | Recommendations for next steps  | 4                         |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |
| <b>GENERIC SKILLS:</b> | Communication, Problem solving  |                           |  |                           |   |  |   |   |   |   |   |  |   |   |                                |   |  |

**All - Assessment Task 2:** Feasibility analysis and progression path

| <b>GOAL:</b>           | To present a feasibility analysis of your startup concept and outline the progression pathway for the startup.  |                           |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
|------------------------|---|---------------------------|--|---------------------------|---|---|---|---|---|---|---|--|-------|---|------------------------------|---|---|--|---|--|
| <b>PRODUCT:</b>        | Report  |                           |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| <b>FORMAT:</b>         | Report<br>Details are provided in-class and on Blackboard.  |                           |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
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| No.                    |   | Learning Outcome assessed |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| 1                      | logic and credibility of the business model   | 2                         |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| 2                      | feasibility of the proposed venture concept   | 1                         |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| 3                      | attractiveness of the venture concept and customer discovery to date  | 3 4 5                     |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| 4                      | progression path action plan  | 4                         |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| 5                      | recommendations to test and refine the venture concept  | 5                         |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |
| <b>GENERIC SKILLS:</b> | Communication, Problem solving  |                           |  |                           |   |   |   |   |   |   |   |  |       |   |                              |   |   |  |   |  |

## 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. 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 Canvas 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 your laptop to class to work on the design of the business model and 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 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. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

## 10.5. 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](mailto:studentcentral@usc.edu.au).

## 10.6. 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](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

## 10.7. 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](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

## 10.10. General Enquiries

### In person:

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

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)