TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

MMIM 580

Special Topic: IT Innovation and Entrepreneurship

Trimester One 2014

COURSE OUTLINE

Names and Contact Details

Contact Details	
Paper Coordinator:	**Prof Bruce Kingma** Room RH 414 Ph:- (04) 463 6876 Email: bruce.kingma@vuw.ac.nz **Appointments:- If you would like to meet with me, you will need to arrange a time and place via email first. Use can also be made of Blackboard for communications with both me as well as other members of the class.**
Programme Administrator:	**Usha Varatharaju** Room 520, Rutherford House, Bunny Street, Wellington Ph:- 463 5309 e-mail :- usha.varatharaju@vuw.ac.nz
Dates:	**Monday 3rd March 2014 to Thursday 17th April 2014.** **Monday 5th May 2014 to Friday 6th June 2014**
Times:	**Mondays – 17.40 – 19.30**
Venue:	**RW 311**

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14 March 2014.

2. The standard last date for withdrawal from this course is Friday 16 May 2014. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Course objectives

This course examines the linkages between IT innovation, value, and the challenges of bringing innovations to market. The closely aligned phenomenon of entrepreneurship will also be explored. Various relevant models and practices will be examined and applied to real-life situations.

Course Timetable

Class No.	Date of Lecture	Topic	Assessment Due Written Deliverable
1	5 Mar 14	The creativity and innovation process. Effective presentations. Sales and Marketing. Starting a venture.	Effectuation
2	12 Mar 14	Working in a team. Protecting intellectual property. Startup competitions. Pitching a venture.	Resume & Pitch
3	19 Mar 14	How to build a startup. Constructing a business model canvas.	BMC & Pitch
4	26 Mar 14	Customer value proposition.	BMC & Pitch
5	2 Apr 14	Customer segments.	BMC & Pitch
6	9 Apr 14	Channels to customers.	BMC & Pitch
7	16 Apr 14	Customer relationships.	BMC & Pitch
		Mid-term break – 18 Apr 14 to 4 May 14	
8	7 May 14	Startup revenue models.	BMC & Pitch
9	14 May 14	Venture partners.	BMC & Pitch
10	21 May 14	Resources, activities, and costs.	BMC & Pitch
11	28 May 14	Final presentations or participation in Startup Weekend Wellington.	BMC & Pitch
12	4 Jun 14	Final presentations or participation in Startup Weekend Wellington.	BMC & Pitch

Course Learning Objectives
1. Demonstrate an understanding of the relationship between innovation and productivity and between IT and corporate strategy
2. Demonstrate an understanding of the roles of the entrepreneur, intrapreneur and other collective actors in the IT diffusion process.
3. Demonstrate an understanding of the factors that facilitate or hinder the IT creation and diffusion process and the relationship between IT and corporate strategy, especially the concept of strategic alignment.
4. Start a for-profit or not-for-profit venture using the Lean-Startup method.

Course Delivery
The course will be delivered in the flipped-classroom method. The first two classes will be faculty lead lecture and discussion. The remaining classes will require students to pitch their venture to the instructor, their classmates, and invited guests. The final two classes will be devoted to final presentations or participation in a local startup event such as Startup Weekend in Wellington, Tech Meetup, or similar gathering of the Wellington technology startup community.

Instead of a final course examination, students will be evaluated by the instructor, classmates, and a panel of experts on their venture.

Textbook
No textbook is required. Links to online resources are provided on the syllabus on Blackboard and include:

Steve Blank and Kathleen Mullaney, (instructors)**. How to Build a Startup.** UDACITY. http://udacity.com

http://www.businessmodelgeneration.com

Students may want to purchase the following books as resources:

Steve Blank and Bob Dorf. **The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company**. K&S Ranch Publishing (2012).

Alexander Osterwalder and Ives Peigner. **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**. Wiley, John & Sons, Inc. (2010).

Materials and Equipment
Students must have computer access. This is provided in the SIM graduate lab.

Expected Workload
Course participants are expected to pre-read Session Preparation Assignments (SPAs), attend lectures, and participate actively in class discussions during the lecture. It is further expected that assessment components are handed in on time. The extent and quality of participation will be assessed. In this course we will learn from one another - as a collective exercise. We will also learn from research, thinking and assignments. The focus will be on active learning through participation. With a more active approach, you will learn far more than a few theories and interesting case studies.

This is a 15 point course. One point should equate to 10 hours of work, which means a total of 150 hours for a 15-point course.

Assessment Requirements

Assessment item	Delivery date	%age of total grade
Assignments (first two weeks)	Weeks 1 and 2	5
Business Model Canvas	Weeks 3-12	20
Class venture pitches	Weeks 3-10	25
Venture	Week 12	30
Final Pitch	Weeks 11-12, or Startup Weekend	20
Total		100

1.   **Assignments (first two weeks, 5%)**

In week one, students will be required to turn in an effectuation exercise completed in class. In week two, students will be required to turn in a resume focused on skills and startup experiences, and will pitch their value to a startup team.

2.   **Business Model Canvas (20%)**
Students will be required to submit a completed BMC on their venture at the start of every class in weeks 3-10.

3.   **Class venture pitches (25%)**
Students will be required to present a 90 second to 20 minute pitch during each class in weeks 3-10. Student pitches should be related to their BMC. Student pitches will be evaluated by the instructor, classmates, and guest evaluators.

4.   **Venture (30%)**
Student ventures will be evaluated at the end of the 12th week. Student venture evaluation will be made by guest evaluators and the instructor. Evaluations will be made on the basis of the rubric of So What? Who Cares? Why You? and your final pitch to potential investors.

5.   **Final Pitch or startup event participation (20%)**
The final 20 percept of your grade is based on either your final pitch to a group of guest evaluators and the instructor *or* your active participation in a technology startup experience in Wellington during the term. This can include Startup Weekend, a Tech Meetup, Hackathon, or similar experience. These events are planned by others, so we will discover the dates, times, and places for any events that happen during the term.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Letter Grade	% achieved	Mid-point	Description
A+	90–100	95	Outstanding performance
A	85–89	87	Excellent performance
A-	80–84	82	Excellent performance in most respects
B+	75–79	77	Very good performance
B	70–74	72	Good performance
B-	65–69	67	Good performance overall, but some weaknesses
C+	60–64	62	Satisfactory to good performance
C	55–59	57	Satisfactory performance
C-	50–54	52	Adequate evidence of learning
D	40–49	45	Poor performance overall, some evidence of learning
E	0–39	20	Well below the standard required

Examinations
There is no final examination for this course. Course grades will be derived from the assessment items identified above.

Attendance & Class Contribution
Students are expected to attend at least 100% of the class sessions and participate both in class and in on-line forums (all course objectives). Please notify the course instructor in advance if you are unable to attend a class.

To pass the course, you must gain a weighted average of 50% across all assignments. To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

Penalties
No assignments will be accepted late. All BMC are due at the beginning of the class period.

Communication of Additional Information
Additional course information will be conveyed to students in class, by email or by posting the information to the course Blackboard site. Please monitor your email and the course Blackboard regularly.

Use of Turnitin (if applicable)
Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine http://www.turnitin.com. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Class Representative
A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Link to general information
For general information about course-related matters, go to
http://www.victoria.ac.nz/vbs/studenthelp/general-course-information

Note to Students
Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.