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MDIA1007

Media Entrepreneurship

Term Three // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Emma Jane	emma.jane@unsw.edu.au	By appointment	Webster 115	(61)412429027

School Contact Information

Room 312, level 3 Robert Webster Building

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

In this hands-on course you will learn why entrepreneurship has become essential for forging a contemporary career in the media and communications sector regardless of whether you want to work within an existing media company or build your own empire from the ground up. Using approaches from design thinking and the lean start-up method, you will learn how to turn digital disruption to your advantage by engaging in brainstorming sessions to devise your own media entrepreneurship strategy and to embark on a series of experiments to test your idea's viability. Along the way, you will learn and hone key skills such as how to: combine business basics with digital savvy; forge strategic collaborations in order to swiftly realise your project and get it into the marketplace; understand and harness the power of early adopters; engage in constant tracking of user experience and feedback; and bounce back with multiple Plan Bs if/when things do not go quite as you expect.

Course Learning Outcomes

1. identify the risks, opportunities, and central role of media entrepreneurship at both the individual practitioner and corporate level in an era of rapid and ongoing industry change and digital disruption
2. examine a range of real-world individual practitioner and business responses to digital disruption, and develop an appreciation about why these responses have either succeeded or failed
3. build the foundations of business skills, technological know-how, and media savvy required for contemporary media entrepreneurship
4. devise a well-informed, considered, and feasible plan for your own original and innovative strategy for media entrepreneurship

Teaching Strategies

In this hands-on course you will work independently, in groups, and in a variety of classroom environments in order to develop the knowledge, skills, drive, self-direction, and agility needed for success in real-world media entrepreneurship. Key lessons from the history of media disruption, which dates back to Gutenberg's invention of the printing press, will be used to track and reflect upon the current turmoil in the media and communication sectors. Through real-time investigation and analysis of what is going on in these sectors, you will develop the ability to appraise which approaches have worked (or not) and why, and then to apply these insights to your own project. Drawing on approaches from design thinking and the lean start-up method, this course will guide you through a series of experiments designed to: help you devise and realise your own, original idea for an entrepreneurial media project; test the viability of this idea; quickly revise your plan in response to market feedback; and ultimately to turn digital disruption to your advantage.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Case Study	40%	11/10/2019 05:00 PM	1,2
Original Media Entrepreneurship Proposal	60%	22/11/2019 05:00 PM	3,4

Assessment Details

Assessment 1: Case Study

Start date:

Details: Individual task of 1,000-1,200 words. Students will submit a case study of an existing media entrepreneurship enterprise in which they critically analyse the nature of and reasons for this business model's successes and failures, and propose potential alternative approaches. Feedback will be via the course LMS.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Original Media Entrepreneurship Proposal

Start date:

Details: Individual task of 2,500 to 2,800 words. Students will apply business fundamentals (such as value propositions, strategic collaboration, revenue streams, promotion and marketing, and customer retention strategies) to digital media domains in order to propose an original media entrepreneurship enterprise which is innovative yet also feasible, ethical, and compliant with relevant legislation. Feedback will be via course LMS. This is the final task.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 16 September - 20 September	Lecture	Delivery mode: on-campus Topic: course and assessment task overview + key concepts
	Tutorial	Delivery mode: on-campus Activity: launch a start-up in 60 minutes
Week 2: 23 September - 27 September	Lecture	Delivery mode: on-campus Topic: design thinking
	Tutorial	Delivery mode: on-campus Activity: design sprint run by the Michael Crouch Innovation Centre
Week 3: 30 September - 4 October	Lecture	Delivery mode: on-campus Topic: solutions vs products + rapid research run by the Michael Crouch Innovation Centre
	Tutorial	Delivery mode: on-campus Activity: customer development and interviewing skills
Week 4: 7 October - 11 October	Lecture	TEST CYCLE ONE - Independent team work with live, web-based video support during lecture slot
	Tutorial	TEST CYCLE ONE - Independent team work with live, web-based video support during scheduled tutorial timeslots
Week 5: 14 October - 18 October	Lecture	Delivery mode: on-campus Topic: analysis and validated learning + Week 4 debrief
	Tutorial	Delivery mode: on-campus Activity: pivot vs persevere
Week 6: 21 October - 25 October	Lecture	TEST CYCLE TWO - Independent team work with live, web-based video support during lecture slot

	Tutorial	TEST CYCLE TWO - Independent team work with live, web-based video support during scheduled tutorial timeslots
Week 7: 28 October - 1 November	Lecture	TEST CYCLE THREE - Independent team work with live, web-based video support during lecture slot
	Tutorial	TEST CYCLE THREE - Independent team work with live, web-based video support during scheduled tutorial timeslots
Week 8: 4 November - 8 November	Lecture	Delivery mode: on-campus Topic: pitching and presentation
	Tutorial	Delivery mode: on-campus Activity: pitching workshop
Week 9: 11 November - 15 November	Lecture	Delivery mode: on-campus Venue: TBA Pitching Competition run by the Michael Crouch Innovation Centre
	Tutorial	Activity: Assessment Task Two workshop
Week 10: 18 November - 22 November	Lecture	READING WEEK - NO LECTURE
	Tutorial	READING WEEK - NO TUTORIALS

Resources

Prescribed Resources

Please see course Moodle site

Recommended Resources

Please see course Moodle site

Course Evaluation and Development

This is the first year MDIA1007 will run so we're very keen to hear your feedback throughout the term as well as at the end of the course!

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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