



MDIA1007

Media Entrepreneurship

Term Three // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Emma Jane	emma.jane@unsw.edu.au	By appointment	The interwebz	0412 429 027

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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 course, you will launch your own start-up. Sound ambitious? Thanks to the use of approaches from lean start-up and design thinking, it's simpler than you might think. Here's how it works: In Weeks One and Two, you'll devise and launch a bare-bones version of an original start-up idea which solves a campus-based problem for a niche group of UNSW students. During the rest of term, you'll get out of the classroom to engage in a series of experiments to test the riskiest assumptions underpinning your plan, pivoting your idea depending on what you discover. Hands-on support and guidance will be provided by your teachers---along with experts from UNSW's Founder Programme---every step of the way. In addition to being a lot of fun, this course will teach you critical transferable skills such as website building, explainer video production, interviewing, pitching, and how to make epic failure your friend! You will also learn why entrepreneurial skills have become essential for forging a contemporary career in the media and communications sector regardless of whether you want to work within an existing company or build your own empire from the ground up.

Course Learning Outcomes

1. Understand the central role played by entrepreneurship in an era of rapid and ongoing industry change and digital disruption
2. Learn, critically examine and apply approaches from lean start-up and design thinking
3. Devise, launch, test, and iterate an original idea for a new start-up
4. Learn and apply critical entrepreneurial skills including pitch deck design, website building, explainer video production, user/customer/stakeholder interviewing, assumption-testing, and pitching

Teaching Strategies

In this hands-on course you will work independently, in teams, 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.

Assessment

Just a quick heads-up that Assessment Task Two for this course includes a Leadership & Participation component that (a) requires weekly entries and (b) will be extremely difficult to complete if you don't come to the online lectures and tutorials for this course at their scheduled times (see the Attendance section for more info).

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Case Study	40%	09/10/2020 05:00 PM	1,2,4
Start-Up Proposal and Entrepreneurial Journey	60%	27/11/2020 05:00 PM	1,2,3,4

Assessment Details

Assessment 1: Case Study

Start date:

Details:

Students research an existing company and present findings in the form of a slide deck.

Word length/Duration: Strictly 10 slides

Percentage: 40%

Feedback via LMS

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Start-Up Proposal and Entrepreneurial Journey

Start date:

Details:

This assignment is based on the original start-up idea students devise, launch, and test over term. It includes various reports, web site links, and a video pitch.

The length/duration of this significant assessment will inevitably vary.

Percentage: 60%

Feedback via LMS

Attendance Requirements

Here at Media Entrepreneurship central, we're staying well ahead of the curve by moving tutes as well as lectures online in T3.

While it's ace we can all keep education-ing in our PJs and bed hair, this course is *insanely* hands-on, which means **you will need to commit to coming to the online lectures and tutes at the times they're scheduled.**

Promise we'll make it worth your while! (Check out [this clip](#) - the URL is https://www.dropbox.com/sh/7a2inybumdqpuz/AAAGZ_ahNP_YWsvwa3EtYEGia?dl=0 - for a sneak preview of what's in store...)

Bestest

Emma

Course convenor and start-up nerd

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Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 14 September - 18 September	Lecture	Delivery mode: online Topic: Course and assessment task overview + start-up team selection activities to ensure your fellow group members share your values, click with your personality, pull their weight etc.
	Tutorial	Delivery mode: online Activity: Launch a start-up in 60 minutes (Don't worry! It's just a practice run!)
Week 2: 21 September - 25 September	Lecture	Delivery mode: online Topic: How to identify people's problems and unmet needs
	Tutorial	Delivery mode: online Activity: Design Thinking workshop with UNSW's Founders Program
Week 3: 28 September - 2 October	Lecture	Delivery mode: online Topic: Discover why customers/users/beneficiaries/clients/stakeholders

		etc want to buy solutions not products
	Tutorial	Delivery mode: online Activity: Make a rough prototype of your start-up with junk you've got lying round the house (workshop run by UNSW Founders)
Week 4: 5 October - 9 October	Lecture	Delivery mode: online Topic: Tips and tricks for testing your start-up idea on potential customers/users/beneficiaries/stakeholders etc.
	Tutorial	Delivery mode: online Activity: Launch your start-up!
Week 5: 12 October - 16 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 6: 19 October - 23 October	Lecture	FLEX WEEK - No lecture
	Tutorial	FLEX WEEK - No tute
Week 7: 26 October - 30 October	Lecture	Delivery mode: online Topic: Week 5 debrief. How did things pan out during the Week 5 TEST CYCLE? Did your customers/users/stakeholders seem excited or disinterested in your start-up idea when you tested it on them in Week Five? As such, should you pivot or persevere?
	Tutorial	Delivery mode: online Activity: Recalibrate your start-up idea in preparation for TEST CYCLE TWO in Week 8
Week 8: 2 November - 6 November	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 lecture slot
Week 9: 9 November - 13 November	Lecture	Delivery mode: online Topic: Week 8 TEST CYCLE debriefing + pitching workshop run by UNSW Founders
	Tutorial	Delivery mode: online

		Exercise: Pitching your start-up - practice runs
Week 10: 16 November - 20 November	Lecture	Delivery mode: online Topic: Shark Tank-style pitching competition
	Tutorial	Delivery mode: online Activity: Assessment Task Two workshop

Resources

Prescribed Resources

Please see course Moodle site.

Recommended Resources

Please see course Moodle site.

Course Evaluation and Development

Most of the feedback from students about the 2019 iteration of MDIA1007 (the first year this course ran) was super positive! We did, however, receive some comments about:

- start-up team members not pulling their weight;
- confusion during the weeks in which start-up teams were required to work independently;
- the relevance of having an entrepreneurship course in Bachelor of Media degrees, and
- how come [Emma's monster dog Bex](https://www.emmajane.info/puppy-dogs) didn't play a larger role in the course.

To address these issues, in the 2020 remix of Media Entrepreneurship we have:

- changed the way start-up teams are formed to ensure a better fit between team members;
- reduced the number of weeks start-up teams need to work independently as well as increasing the online support available during these weeks;
- included more info about why and how learning entrepreneurship will super-charge your job prospects not just in journalism, PR, and advertising - but in a whole bunch of other industry sectors, as well; and
- made sure Bex makes a whole lot more course cameos starting with her guest appearance in the image that appears on the front of this course outline (she's the masked doggy second from the right in the bottom row).

In the meantime, if you have any feedback about the course over term, please let us know! As you'll soon discover, MDIA1007 is all about eyeballing rapidly changing landscapes, seeking and listening to feedback, and making changes on the run. As such, if something isn't working for you in this subject, shout out and we'll do our damndest to accommodate your requests!

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/>

Image Credit

Weird online meeting collage by Emma A. Jane.

CRICOS

CRICOS Provider Code: 00098G

Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.