MNGT8392
Entrepreneurship and Strategy

Course Outline
Session 1, 2015
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Instructor: Patrick D Mooney
Adjunct Lecturer

Location: UNSW Business School

Email: patrick@worldstage.co

Tel: +61 418 782 361

Patrick is the founder of WorldStage, a Sydney based company providing technology commercialisation and international business development services to emerging businesses. His experience includes over 25 years in the technology and professional services sectors, with a particular focus on Asia. Executive roles have included strategy, sales, global partnerships and APAC regional management.

He has founded three businesses, is Director of an 'angel' network and has invested personally and on behalf of others in 26 early stage companies in the software, telecommunications and renewable energy sectors. He has been a strategic advisor at Board level to both major corporations and emerging companies. He is also a Director of TIE Sydney, part of the world’s largest voluntary association of entrepreneurs.

Patrick has authored a book on service businesses in APAC and co-authored *Entreprise and Venture Capital*, a guide for entrepreneurs on securing resources and managing growth. *EVC* was sponsored by the Australian Minister for Industry and is the recommended text of AVCAL, the Australian venture capital association.

A graduate of the AGSM MBA program, Patrick also held international policy roles in the Australian Federal government in the early part of his career. He has extensive regional networks in the research, technology policy, 'angel' investment, venture capital and technology business sectors. He is passionate about the role of entrepreneurship in resolving significant international business and social issues.

2 COURSE DETAILS

2.1 Teaching Times and Locations

<table>
<thead>
<tr>
<th>#</th>
<th>Day</th>
<th>Date</th>
<th>Lecture time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Saturday</td>
<td>14 March</td>
<td>2:00pm – 8:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>2</td>
<td>Sunday</td>
<td>15 March</td>
<td>10:00am – 7:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>3</td>
<td>Monday</td>
<td>16 March</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday</td>
<td>17 March</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>5</td>
<td>Thursday</td>
<td>19 March</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>6</td>
<td>Friday</td>
<td>20 March</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>7</td>
<td>Saturday</td>
<td>21 March</td>
<td>2:00pm – 8:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>8</td>
<td>Sunday</td>
<td>22 March</td>
<td>9:00am – 6:00pm</td>
<td>Cliftons, HK</td>
</tr>
</tbody>
</table>
2.2  Bad Weather Policy

Classes will be cancelled if a No. 8 or higher tropical cyclone warning signal or black storm warning is raised at any time from 3 hours before the start of the class. In the event of cancellation due to bad weather, make up classes may or may not be held depending on room/lecturer availability.

2.3  Units of Credit

The course is worth 6 units of credit.

2.4  Summary of Course

This course is designed to enable participants to create, evaluate and participate in new entrepreneurial ventures. Its specific areas of focus are:
1. Identifying and evaluating potential business opportunities
2. Understanding the characteristics of successful entrepreneurial ventures and the tools required to build a successful business
3. Testing this understanding and tools against APAC and China case studies and the real experiences of senior guest entrepreneurs
4. Applying these tools to an entrepreneurial venture
5. Learning how to present an opportunity to potential cofounders, investors and business partners

2.5  Course Aims and Relationship to Other Courses

Entrepreneurs and the businesses they create are responsible for most of the economic growth of modern economies. Entrepreneurial skills can be used to launch companies, revive acquired businesses, create growth and cultural change inside corporations, or achieve significant social outcomes. International entrepreneurs take on the additional challenges of growing businesses across different markets, cultures and regulatory environments.

This course builds the entrepreneurial skills required to start and manage a new business. It starts with methods to identify business opportunities and build the core team and covers other key issues that a startup confronts – market entry, funding, dealing with larger competitors, strategy, lean operations management and building the right alliances. Participants will be exposed to experienced entrepreneurs at each stage of their venture’s development and will review some very interesting case studies of entrepreneurial firms in Hong Kong, China and other APAC countries. By the end of the course, you should be able to:

- Identify, evaluate, and commercialize a business opportunity;
- Develop strategy for an early stage, high growth business;
- Prepare and present investment proposals to early stage investors; and
- Understand and have tools to overcome the challenges confronting entrepreneurial ventures

Participants who have a venture they wish to launch, or one they are associated with, are strongly encouraged to use this course as a vehicle to develop and progress their opportunity.

It is expected that participants will already have a grounding in the fundamentals of marketing and finance, reflected in prior completion of MNGT8650 Marketing
Principles and MNGT 8621 Corporate Finance. It would also be helpful to have completed one of MNGT 8359 Product Management, MNGT 8395 Strategies for Growth and/or MNGT 8582 International Business Strategy in Asia.

2.6 Course Details

The course integrates other functional areas of the MBA program. Its general structure includes:

- Exercises in opportunity generation and evaluation
- Lectures in entrepreneurship and growth theory
- Presentations by and class discussions with entrepreneurs
- International and China focussed case studies
- Class discussions and presentations on syndicate ventures
- Work in groups to apply concepts learned

You and your group are expected to have read the relevant readings and done any assigned work prior to class. You may be called on to summarise and give your opinion on the readings, and applications to your project, in any one of the class sessions.

NOTE: Readings for individual sessions are identified in the course pack, together with the case studies identified below.

2.7 Student Learning Outcomes

By the end of the course, you should be able to:

- Identify, evaluate, and commercialise a business opportunity;
- Develop strategy for an early stage, high growth business;
- Prepare and present investment proposals to early stage investors; and
- Understand and have tools to overcome the challenges confronting entrepreneurial ventures

The course also contributes to AGSM program learning outcomes as follows:

<table>
<thead>
<tr>
<th>AGSM Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Business Management Knowledge</td>
<td>Identify the critical factors required to build and manage successful entrepreneurial ventures</td>
<td>• Class participation • Venture plan</td>
</tr>
<tr>
<td>2 Critical Thinking</td>
<td>Assess the viability of potential business ventures Identify and shape the appropriate growth strategy for your venture</td>
<td>• Class participation • Venture plan</td>
</tr>
<tr>
<td>3 Communication</td>
<td>Communicate/ sell a business opportunity to investors, cofounders, staff and business partners</td>
<td>• Venture pitch • Venture plan</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Work collaboratively to identify an opportunity, define roles, build a strategy and present to relevant parties</td>
<td>• Venture pitch • Venture plan</td>
</tr>
<tr>
<td>5 Responsible Business</td>
<td>Not specifically addressed, but may come up in strategy development or risk analysis for relevant syndicates</td>
<td>• Venture plan</td>
</tr>
</tbody>
</table>
3 ASSESSMENT

3.1 AGSM assessment policy

A completed assessment cover sheet must be attached to the front of each submitted assessment. Blank assessment cover sheets for your use are included in the Appendix at the end of this course overview.

3.2 Assessment Details

The grade will be based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>30%</td>
</tr>
<tr>
<td>Venture Pitch</td>
<td>30%</td>
</tr>
<tr>
<td>Execution Plan</td>
<td>40%</td>
</tr>
</tbody>
</table>

3.3 Class Participation (30%)

Class discussion and sharing of entrepreneurial and business experiences is a key element of this course. Attendance is the bare minimum required - to earn a passing grade for class participation, participants must actively participate in class discussion and activities.

Participation evaluated positively:
- Open sharing of relevant experiences, including mistakes
- Insightful analysis, supported by logic and evidence
- Comments demonstrating that you have done a thorough job of preparation
- Perceptive questioning
- Relating class material to personal experience or concrete examples
- Distinguishing central issues and assumptions from peripheral or extraneous ones

Participation evaluated negatively:
- Reiterating case facts, without analysis or insight
- Comments that are off-the-point or indicate inadequate preparation
- Superficial or unsupported comments

Participants are asked to provide a short two paragraph description of their background and what they would like to get from the course by 5:00 pm on Friday, 6 March. They are also expected to have formed syndicates prior to the first class session on Saturday 14 March.
3.4 Venture Pitch (30%)

Participants are asked to form new venture teams of 4-5 persons to develop a business strategy and execution plan for a business opportunity of their choice. Each team will be required to pitch their business opportunity to a panel of senior angel investors, venture capitalists and entrepreneurs on the morning of Sunday 22 March. This will comprise a 10 minute presentation, followed by 15 minutes of responding to questions from the panel.

The pitch will be assessed on:

- Clarity and attractiveness of the opportunity
- How the group presents as a team
- Quality of the strategy and execution plan
- Request to the panel (investors/ partners)
- Fielding of questions

A (maximum) half page description of the venture is required by 5pm on Wednesday 18 March. This will describe the venture, its target market, the problem solved and the ‘value proposition’ (benefit) to customers. This description will not be graded, but will be given to the panel to give them context and allow them to develop appropriate questions. A soft copy of the pitch presentation is also required by the lecturer, after the presentation (it is not recommended that it be given to the panel before or during the pitch). The presentation materials will form part of the venture pitch assessment.

The venture pitch is an excellent opportunity to test the team’s business concept and strategy on an experienced panel. The learnings from panel feedback will be invaluable for assessing the quality of the opportunity and completing the venture plan.

3.5 Execution Plan (40%)

The body of the plan should be a maximum of 20 pages, with an additional maximum of 15 pages for appendices. The report should be emailed to the AGSM office, cc the lecturer’s e-mail address by 5:00 pm on Friday, 17 April.

Participants are advised to start working on their readings and venture plan as soon as the course commences, rather than wait until face to face classes have commenced. The Venture Plan is assessed on:

- Clarity of the problem being solved and supporting evidence
- Evidence that people will pay to resolve it and that a sustainable business can be built
- Depth of understanding of the customer and their situation
- Quality of market and competitive analysis
- Effective, implementable strategy, based on understanding of success factors
- Effectiveness and efficiency of resourcing approach
- Investor/ partner contributions and returns clear and attractive
- Risk management
- Realistic numbers and business scenarios


3.6 Presentation and format guidelines/requirements:

For guidelines on formatting and presenting your assignment, see https://www.business.unsw.edu.au/agsm/students/resources/assessments-and-examinations

3.7 Late Submission

AGSM MBA Program applies a daily penalty of 5% (of the maximum mark) to late assignments. This policy was reviewed in October 2009 in light of the fact that certain schools within the UNSW Business School apply a 10% penalty. The decision of AGSM MBA HK following this review was that current 5% penalty is appropriate to all of our programs and will remain unchanged.

Refer to policy at: https://www.business.unsw.edu.au/agsm/students/resources/assessments-and-examinations

| Quality Assurance
| The UNSW Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of UNSW Business School. All material used for such processes will be treated as confidential and will not be related to course grades.

3.8 Requests for extensions

A participant who cannot meet the deadline for an assessment should discuss the situation with the lecturer in the first instance. Participants should note that work-related reasons are generally not acceptable. Serious illness or misadventure, or extreme and unpredictable circumstances, on the other hand, may constitute grounds for special consideration.

3.9 Academic Honesty and Plagiarism

Plagiarism is the presentation of the thoughts and words of another as your own. The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding it. For advice on acknowledging your sources and referencing correctly to avoid plagiarism see the UNSW Plagiarism and Academic Integrity webpage.

https://my.unsw.edu.au/participant/atoz/Plagiarism.html

You should also familiarise yourself with the information regarding academic misconduct and the appeals process on the UNSW website:

Academic Misconduct

Participant Complaint Policy

To see if you understand plagiarism, do this short quiz:
http://www.lc.unsw.edu.au/plagiarism/plagquiz.html
For information on how to acknowledge your sources and reference correctly, see: http://www.lc.unsw.edu.au/onlib/ref.html


4 COURSE RESOURCES

4.1 Required Reading

• Thomson DG 2006, *Blueprint to a Billion*, John Wiley & Sons
• Participant reading pack, which includes case studies and articles

Recommended:

• Golis CC, Mooney PD and Richardson TF 2009, *Enterprise and Venture Capital*, Allen & Unwin
• Moore GS 1999, *Crossing the Chasm*, Capstone
• Ries E 2011, *The Lean Startup*, Penguin

A range of sources is used, as to date there is no definitive text that covers all aspects of this subject at an appropriate level. Extracts of relevant sections of recommended texts are included in the course pack - however due to copyright restrictions, not all relevant sections can be included in the pack.

The recommended books are available for borrowing at the AGSM office. It is strongly recommended that participants borrow these from the AGSM office to do the additional readings before the first lectures start on 14 March. At a minimum, the readings relating to the first 2 days of lectures should have been completed.

4.2 eLearning information

Click on https://moodle.telt.unsw.edu.au/login/index.php and enter zID and zPass to access your course site in Moodle.

Blue binders (course pack) containing the course materials and cases will be couriered to you prior to class.

5 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from participants and other stakeholders on courses offered in the School and improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which participant feedback is gathered.

In this course, we will seek your feedback through a CATEI evaluation on Day 8 and a working session, using ‘Blue Ocean’ techniques, to design future course content. Feedback from recent participants has included a desire for more templates and a
session on idea generation. Some were also keen to incorporate role play, e.g. as investors in startups. These have all been included in the current course design.

6 COURSE MODULES

Day 1: Saturday, 14 March 2015 (2.00pm – 8.00pm)

Introductions, class objectives, Q&A
6. What makes a successful entrepreneur?
   – Common characteristics
   – Behaviour and roles
   – Case study: Magdalena Yasil
7. Coming up with a viable idea
   – Idea generation techniques
   – Class exercises

Entrepreneur speaker: “How we came up with our idea and tested it”
8. Sifting the ‘good’ from the ‘bad’
   – Key filters
   – ‘Quick’ validation methods
   – Minimum Viable Proposition

Syndicate presentations: venture concept and challenges it will face

Day 2: Sunday, 15 March 2015 (10.00am – 7.00pm)

9. Building your founding team
   – Key roles and skills
   – Managing changes and transitions
10. Opportunity validation
    – Customer definition
    – Value and design assumptions
    – Ability to deliver
    – Ability to monetise and scale
11. Creating a winning business model
    – The value proposition
    – Defining your competitive advantages
    – Which business model is best for your venture?

Entrepreneur speaker: Creating a business model that works
12. Effective market entry strategies
    – Choosing your competitive arena
    – Customer and influencer acquisition
    – Preparations prelaunch
    – Launch management

Entrepreneur speaker: Launching your business
Syndicate working session and presentations: opportunity validation, business model and launch strategy
Day 3: Monday, 16 March 2015  
13. Creating competitive advantage  

**Guest speaker:** ‘Intellectual property management in Hong Kong’  

Building your LUCA  

Class working session and presentations: Our LUCA and how we’ll maximise it  

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Day 4: Tuesday, 17 March 2015  
14. Managing lean  
- Defining core strengths and weaknesses  
- Identifying success factors for the business  
- What should you do inhouse, what should you outsource?  
- Partner selection and management  
- ‘Bootstrapping’ techniques  

Class working session and presentations: How we’ll stay lean  

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Day 5: Thursday, 19 March 2015  
15. Securing external resources  

**Guest speaker:** ‘What investors in Hong Kong look for, in early stage ventures’  

*When* should you get outside help?  
- ‘Muddling along’ v acceleration  
- The right type of assistance at the right time  
- Different funding sources and how to get to them  

Syndicate work on pitches  

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Day 6: Friday, 20 March 2015  
16. Pitching and managing the investment process  

**Guest speaker:** ‘Who you go to and when, for capital raising in Hong Kong’  

Managing the pitch process  
- Clarifying the proposition  
- Pitching principles & tools  
- The business valuation discussion  
- The ‘deal room’  
- Managing new shareholders  

Syndicate work on pitches
Day 7: Saturday, 21 March 2015  (2.00pm – 8:00pm)
17. You have a ‘tiger by the tail’: Now what?
   - Building on your beachhead
   - Leveraging customers and partners
   - Creating sustainability
   - Key risks and risk management
   - When to stay on track and when to ‘pivot’?

Entrepreneur speaker: “Managing growth”
Syndicate work on pitches, presentation practice

Day 8: Sunday, 22 March 2015  (9:00am – 6:00pm)
18. ‘Your opportunity in the spotlight’: The pitch
   - Group pitches to a panel of senior entrepreneurs, venture capitalists and angel investors
   - Networking event – guest speakers, panellists, participants, Hong Kong entrepreneur stakeholders
   - Role play exercise
   - Learnings from the pitch experience
   - Course evaluation
   - Briefing on execution plans
   - General Q&A on entrepreneurship
   - ‘Blue Ocean’ workshop
   - Wrapup
PART B: KEY POLICIES, PARTICIPANT RESPONSIBILITIES AND SUPPORT

1 PROGRAM LEARNING GOALS AND OUTCOMES

The UNSW Business School Program Learning Goals reflect what we want all participants to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate participants cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all UNSW Business School participants and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
<thead>
<tr>
<th>MBA Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Goal 1:</strong> Business Management Knowledge</td>
</tr>
<tr>
<td>Students should be able to identify and apply current knowledge of disciplinary and interdisciplinary theory and professional practice to general management and business within diverse situations</td>
</tr>
<tr>
<td><strong>Learning Goal 2:</strong> Critical Thinking</td>
</tr>
<tr>
<td>Students should understand and be able to identify, research and analyse complex issues and problems in business and develop appropriate solutions</td>
</tr>
<tr>
<td><strong>Learning Goal 3:</strong> Communication</td>
</tr>
<tr>
<td>Students should be able to produce written documents and oral presentations that communicate effectively complex disciplinary ideas and information for the intended audience and purpose</td>
</tr>
<tr>
<td><strong>Learning Goal 4:</strong> Teamwork</td>
</tr>
<tr>
<td>Students should be able to participate collaboratively and responsibly in teams and to reflect upon their own contribution to the team and on the necessary processes and knowledge within the team to achieve specified outcomes</td>
</tr>
<tr>
<td><strong>Learning Goal 5:</strong> Responsible Business</td>
</tr>
<tr>
<td>Students should be able to appraise ethical, environmental and sustainability considerations in decision making and in practice in business</td>
</tr>
<tr>
<td>Students should be able to consider the social and cultural implications of management practices and of business activities</td>
</tr>
</tbody>
</table>
Learning Goal 6: Leadership
Students should be able to reflect upon their own personal leadership style and the leadership needs of business and of teams

Learning Goal 7: International Perspective
Students should understand the needs of undertaking business within a global context
Students should be able to apply business management knowledge to business situations within global markets with due recognition for differences in cultural, legal, commercial and other issues

Learning Goal 8: Risk Management
Students should be able to demonstrate an understanding of the limits in precision and the risks associated with business models
Students should be able to appraise risk and to develop risk mitigation strategies applicable to business undertaken within uncertain and volatile environments

2 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: http://www.lc.unsw.edu.au/plagiarism/index.html as well as the guidelines in the online ELISE and ELISE Plus tutorials for all new UNSW participants: http://info.library.unsw.edu.au/skills/tutorials/InfoSkills/index.htm.

To see if you understand plagiarism, do this short quiz: http://www.lc.unsw.edu.au/plagiarism/plagquiz.html
For information on how to acknowledge your sources and reference correctly, see: http://www.lc.unsw.edu.au/onlib/ref.html

For the UNSW Business School Harvard Referencing Guide, see UNSW Business School Referencing and Plagiarism webpage (UNSW Business School >Learning and Teaching>Participant services>Referencing and plagiarism)

3 PARTICIPANT RESPONSIBILITIES AND CONDUCT

Participants are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.


3.1 Workload

It is expected that you will spend at least ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.
Over-commitment has been a cause of failure for many participants. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that participants who engage early and often with their course website are more likely to pass their course.

3.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if participants attend less than 80% of scheduled classes they may be refused final assessment.

3.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow participants and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and participants may be asked to leave the class. More information on participant conduct is available at: https://my.unsw.edu.au/participant/atoz/BehaviourOfParticipants.html

3.4 Occupational Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/

3.5 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

4 SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General Information on Special Consideration:
1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Participant Profile tab > My Participant Services channel > Online
Services > Special Consideration). Please contact the AGSM Hong Kong Office to make formal application for Special Consideration for the course/s affected as soon as practicable after the problem occurs. You will need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation.

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.

4. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.

5. Special consideration requests do not allow lecturers-in-charge to award participants additional marks.

5 STUDENT RESOURCES AND SUPPORT

The University and the UNSW Business School provide a wide range of support services for students:

- **AGSM MBA Hong Kong Office**
  Hong Kong participants please contact the office directly for immediate support:
  
  **Address:**
  Unit 2006, 20/F, Kinwick Centre, 32 Hollywood Road, Central, Hong Kong,
  
  T: +852 2841 2805
  E: contact@agsm.com.hk

  **Office Hours:**
  Mon- Wed, Fri 9:00am – 6:00pm
  Thursday(s) 9:00am – 7:30pm

- **eLearning Support:** For online help using Moodle, follow the links from https://student.unsw.edu.au/moodle

  **For enrolment and login issues**
  Contact the UNSW IT Service Centre:
  
  ➢ **Hours:** Monday – Friday, 8am – 8pm
     Saturday – Sunday, 11am – 2pm
  ➢ **Email:** ITServiceCentre@unsw.edu.au
  ➢ **Phone:** (02) 9385 1333 - International: +61 2 9385 1333

  **For ALL other Moodle related issues:**
  Contact the External TELT Service Centre:
  
  ➢ **Hours:** Monday – Friday, 7.30am – 9.30pm
     Saturday – Sunday, 8.30am – 4.30pm
  ➢ **Email:** externalteltsupport@unsw.edu.au
  ➢ **Phone:** (02) 9385 3331 - International: +61 2 9385 3331
Education Development Unit (EDU)
https://www.business.unsw.edu.au/students/resources/learning-support Academic writing, study skills and maths support specifically for UNSW Business School participants. Services include workshops, online and printed resources, and individual consultations. EDU Office: Level 1, Quadrangle Building; Ph: +61 2 9385 5584; Email: edu@unsw.edu.au Visit us on Facebook www.facebook.com/educationdevelopmentunit

- **UNSW Learning Centre** [www.lc.unsw.edu.au](http://www.lc.unsw.edu.au) Academic skills support services, including workshops and resources, for all UNSW participants. See website for details.

- **Library training and search support services:** [http://info.library.unsw.edu.au/web/services/services.html](http://info.library.unsw.edu.au/web/services/services.html)

- **IT Service Centre:** Technical support for problems logging in to websites, downloading documents etc. [https://www.it.unsw.edu.au/participants/index.html](https://www.it.unsw.edu.au/participants/index.html)

- **UNSW Counselling and Psychological Services** [http://www.counselling.unsw.edu.au](http://www.counselling.unsw.edu.au) Free, confidential service for problems of a personal or academic nature; and workshops on study issues such as ‘Coping With Stress’ and ‘Procrastination’. Office: Level 2, Quadrangle East Wing; Ph: +61 2 9385 5418

- **Student Equity & Disabilities Unit** [http://www.particpantequity.unsw.edu.au](http://www.particpantequity.unsw.edu.au) Advice regarding equity and diversity issues, and support for participants who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Ph: +61 2 9385 4734
Student details

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Terms of Agreement

☐ I declare that I have read, understood and followed the University Rules in respect of student academic misconduct outlined in the [Student Code](#) and the [Student Misconduct Procedures](#).

☐ I declare that this assessment item is my own work, except where acknowledged, and has not been submitted for academic credit previously in whole or in part.

☐ I declare that appropriate citation methodology has been used throughout the assignment in accordance with the UNSW policy on Academic Misconduct.

☐ I have read the policy on plagiarism in the [Managing Your Learning manual](#).

☐ I acknowledge that the assessor of this item may, for assessment purposes:
  - provide a copy to another staff member of the University.
  - communicate a copy of this assessment item to a plagiarism checking service (such as Turnitin) which may then retain a copy of the assessment item on its database for the purpose of future plagiarism checking.

☐ I have retained a copy of this assignment, which I can provide if necessary.

☐ By signing this declaration I am agreeing to the statements and conditions above.

Please complete either the individual OR group assessment declaration below

**Individual assessment declaration:**

☐ This assessment item is my own work, except where acknowledged, and is not the result of collaboration with others.

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**Group assessment declaration:**

☐ This work is the result of collaboration amongst all members of the group listed below and no others. All members of the group have contributed to the assessment.

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NB: If submitting electronically please type name/s into the signature field.