

Academic Analysis

KEY INFORMATION

Due date	6 Jan 2021
Weighting	10.5%
Relevant chapters	1 → 9
Assessment format	Proposal (.doc/.docx) and Presentation (PowerPoint or equivalent slide deck)
Length	2,500 words (10% allowable either way, does not include title page, table of contents, appendix and references)
Specific requirements	Includes journals, papers and books sourced from the library or other university resources, Harvard or APA system, Journal Articles. General rule of one resource per 150 words.

LEARNING OUTCOMES

On completion of this unit, students will be able to:

1. Access academic theories, frameworks and knowledge and apply them to a real-world problem.
Specifically, they will be able to:
 - a. Define the problem;
 - b. Gather and analyse the evidence; and
 - c. Demonstrate management.

GRADUATE ATTRIBUTES

- 1. Graduates are professional - communicate effectively
- 1. Graduates are professional - display initiative and drive, and use their organisation skills to plan and manage their workload
- 1. Graduates are professional - employ up-to-date and relevant knowledge and skills
- 1. Graduates are professional - take pride in their professional and personal integrity
- 1. Graduates are professional - use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems
- 2. Graduates are global citizens - adopt an informed and balanced approach across professional and international boundaries
- 2. Graduates are global citizens - think globally about issues in their profession
- 3. Graduates are lifelong learners - adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas

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- 3. Graduates are lifelong learners - be self-aware
- 3. Graduates are lifelong learners - reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.

BRIEF

Whether you are considering developing a new product, service or innovation in your own workplace or preparing to start your own business, you will need the skills to develop a clear and succinct proposal or pitch.

Because you only have a limited time to work on this proposal, it is not expected to be a complete, tested ready-for-investment proposal, but a well-thought out idea.

This assignment requires you to explore a potential solution to a problem. This new venture idea could be for your own business (start-up), or a new or innovative idea relevant to your current industry.

You should make use of the following theories:

- Design Thinking: empathise, design and ideate (the first three steps).
- Business Model Generation: draft an initial Business Model Canvas or Lean Canvas
- Lean Startup: explain how you would test and refine your proposal as quickly and cheaply as possible.

ASSIGNMENT INFORMATION

The assignment will be completed in two parts:

Part A: An opportunity proposal (~ 2500 words) supporting your idea;

Part B: A pitch deck of approximately 7 slides (no word count, but please limit the amount of text).

Part A: Opportunity proposal

The report you submit to support your pitch will be the bulk of the marks. You are expected to make use of Design Thinking, Lean Startup and Business Model Development (Business Model Canvas) arriving at your proposal.

If your proposal is aimed at a specific audience (e.g. an investor, your boss, a key stakeholder etc), identify this audience at the start of both your proposal and your pitch deck.

Every entrepreneurial initiative needs an owner or champion. This might be yourself (alone or with others in a startup), your company (ideally identify a role that would own the initiative) or another company that is well-placed to act on the opportunity.

It is not sufficient to identify a problem and a set of stakeholders who could/should do something about it. You need to identify a potential pathway to implementation.

- Product or service hypothesis. What is the problem you need to solve and why?

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- Product or service analysis. How do we know this is a problem?
 - Identify the customers (people who have this problem or are affected by it).
 - Everyone in the distribution chain to your end consumer is a customer.
- Potential solutions and why you chose the solution you have?
 - Viability, competition, capability etc...
- The value proposition – what value do you provide for your customers.
 - Each customer should have a separate value proposition.
- Draft Business Model – use the business model canvas.
- Validation - What evidence have you found to provide support for your proposed solution, value propositions and businessmodel?
 - Justification for your proposal and includes research and insights.
- Testing – what is the most important assumption you have made and how could you test it as quickly and inexpensively as possible (minimum viable product).
- Financial model – how will you make money?
 - Try to quantify the revenues and costs in your Business Model Canvas.
- Challenges you anticipate and strategies you will utilise to manage or overcome these challenges.
- Any theories and models you have used to help you develop your proposal and report.

Consider the potential need to pivot:

If you do all the research and realise that your potential solution is not viable, this is ok. You can state that at this point you would choose to 'pivot' to a different business model and explain why. You do not need to start all over again, but you should explain the flaws you have discovered in your original idea and identify alternative business models that you would explore next. For example, a different customer segment, a different pricing mechanism (e.g. subscription versus sale), an alliance with another company, etc.

Finally, think about this assignment using the "What, So What and Now What" framework:

WHAT?	SO WHAT?	NOW WHAT?
What is the problem to solve and how would you solve it?	What is the research or evidence supporting your proposition? How does this research support and/or challenge your idea?	Using the research gathered develop a business model that outlines how your idea could be developed as a financially sustainable opportunity.

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Part B: Pitch Deck

Your pitch deck acts as a summary of your research report. This should be designed like you would be presenting it in-person, to investors, key stakeholders or your boss.

An example of a simple and effective pitch deck is Airbnb's first pitch deck, which can be found at <https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>.

You may add audio to your pitch deck if you wish. If so, you should aim to keep your pitch to 5 minutes.

Your pitch deck should follow either the Business Model Canvas (Osterwalder) or the Lean Canvas (Maurya). Include one slide on each of your chosen canvas cells. The table on the following page shows the mandatory and optional cells for each of the two canvases. Optional cells are shown in a lighter font.

You may include additional non-canvas slides if you feel they add value.

NOTE: Presentation is key here. Your ability to articulate ideas clearly and professionally is so important in business. Pay attention to details and make it as visually engaging as possible, but don't go overboard with design. Many websites offer free professional presentation templates to use, find one to cut down on design time and focus on your content.

Business Model Canvas	Lean Canvas
Value Proposition: includes problem and solution (may be split into two slides)	Problem
Customer segments	Solution
Channels	Value Proposition
Revenue streams*	Customer segments
Cost Structure*	Unfair advantage
Customer relationships	Revenue streams*
Key Partners**	Cost Structure*
Key Activities**	Channels
Key Resources**	Key metrics

Table notes:

* Revenue streams and cost structures do not have to be quantified, but the main items should be listed, and some justification given that revenues will exceed costs.

** Although these items are all listed as optional, it is expected that you will include at least one of these three, depending on the nature of the business you are modelling.

Submission Note:

Presentation file tends to very large in size. Please aim to keep slide deck to 10MB (file size) max. Upload the file along with your Part A report.

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If (and only if) you choose to add audio it's unlikely you can stay within the 10MB limit, so [save your presentation in video format](#).

1. Upload your presentation to YouTube;
2. Configure the privacy setting of your video to "Unlisted" – this ensures your video is not accessible by the public but can be accessed by your academic;
3. Collect the URL associated with your unlisted video and submit this alongside Part A Proposal and any other files you need to upload to the LMS submission portal.

Following these steps, you can avoid any LMS submission issues related to large file size. For students using audio, it is also useful to submit a copy of your slides without the audio so that comments can be made on the slide content in the grading window.

CONSIDERATIONS

Upon review of my essay, have I demonstrated critical thinking aligned with my chosen analysis task option? Specifically:

- Have I Identified and defined the academic concepts related to the analysis task using current academic literature?
- Have I demonstrated an analysis of these relevant concepts and topics?
- Have I demonstrated an ability to apply and integrate the relevant concepts and topics in the analysis; have I provide evidence or examples?
- Have I developed an argument and demonstrated understanding of differing points of view?
- Have I demonstrated understandings of the relevance of the chosen concepts to the overall concept of management?
- Have I demonstrated understandings of considerations and implications for contemporary management practice?
- Did I produce a quality submission? Consider presentation, referencing and a balance between academic and industry sources. Speak with your academic about format and style requirements.

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RUBRIC

CRITERIA	HIGH DISTINCTION: 85%+	DISTINCTION: 75-84%	CREDIT: 65-74%	PASS: 50-64%	FAIL: < 50%
Define the problem 1 (15%)	Academic concepts that are the subject of analysis have been clearly outlined and extensive, relevant and current reading on the topic has been demonstrated.	Academic concepts that are the subject of analysis have been clearly outlined and relevant and current reading on the topic has been demonstrated.	Most of the academic concepts that are the subject of analysis have been outlined and relevant and current reading on the topic has been demonstrated.	Some of the academic concepts that are the subject of analysis have been outlined and relevant reading on the topic has been demonstrated.	Few relevant academic concepts or readings have been presented.
Define the problem 2 (15%)	All aspects of the analysis task have been addressed in depth and evidence has been applied and integrated convincingly.	Most aspects of the analysis task have been addressed and evidence has been applied and integrated convincingly.	Most aspects of the analysis task have been addressed and evidence has been applied.	Some aspects of the analysis task have been addressed and some evidence has been applied.	Few aspects of the analysis task have been addressed and evidence has been applied in an inconsistent manner.
Gather and analyse evidence 1 (15%)	Demonstrated a detailed and insightful analysis of the topic.	Demonstrated a detailed analysis of the topic.	Demonstrated a thoughtful analysis of the topic.	Demonstrated some analysis of the topic.	No analysis of the topic.
Gather and analyse evidence 2 (15%)	Developed a sophisticated argument that shows a high level of understanding and analysis of the differing points of view and the implications of these.	Developed an argument that shows a high level of understanding and analysis of the different points of view.	Developed an argument that shows an understanding and analysis of the differing points of view.	Developed an argument that shows an understanding of the differing points of view – there is some evidence of analysis.	The argument shows limited understanding, or analysis of differing points of view.
Gather and analyse evidence 3 (10%)	All sources are appropriately acknowledged using the correct referencing style.	All sources are appropriately acknowledged - minor errors in the referencing style.	Most sources are appropriately acknowledged - some errors in the referencing style.	Most sources are appropriately acknowledged with consistent errors.	Some sources are appropriately acknowledged with consistent errors.
Demonstrate management 1 (15%)	Related the chosen division concept to the overall concept of management in a highly effective and comprehensive manner.	Related the chosen division concept to the overall concept of management in a comprehensive manner.	Related the chosen division concept to the overall concept of management in a consistent manner.	Related the chosen division concept to the overall concept of management.	The chosen division concept has been poorly related to the overall concept of management.
Demonstrate management 2 (15%)	Considered how the differing values and approaches within management have implications on everyday operations and provided insightful thought on this.	Considered how the differing values and approaches within management have implications on everyday operations and provided reasoned thought on this.	Considered how the differing values and approaches within management have implications on everyday operations in a consistent manner.	Considered how some of the differing values and approaches within management have implications on everyday operations.	Have not considered how the differing values and approaches within management have implications on everyday operations.