# Course guide: Commercialisation

## Part A: Course Overview

**Course Title:** Commercialisation

**Credit Points:** 12.00

**Course Coordinator:** Gary Oliphant

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**Course Coordinator Email:** gary.oliphant@rmit.edu.vn

**Course Coordinator Location:** Saigon South

**Course Coordinator Availability:** By Appointment

**Pre-requisite Courses and Assumed Knowledge and Capabilities**

None

**Course Description**

In this course, students will undertake a process that integrates comprehension and skills of entrepreneurship, innovation, creativity, commercialisation, and strategic management with their basic prior knowledge of accounting, finance, statistics, marketing, and sales.  Students will learn how to evaluate a business opportunity and develop it through the various stages of commercialisation towards an operational business model for early-stage enterprises.  The overarching goal of the course is to provide students with an understanding of the entrepreneurial process and the implications of the new venture start-up process.

This course is designed for students that already have ideas or want to explore and create a business idea.  Students will learn how to take a business idea, assess that idea, conduct a feasibility analysis, test the need of the product with customers, develop an appropriate business model, practice pitching the idea to appropriate parties and complete a detailed business plan. The course provides exposure to the stresses of a start-up business, the uncertainties that exist, and the behaviour of entrepreneurs.

This course will be organized around identifying whether the student's idea is a real and viable opportunity for creating a venture that adds value to their life, potential investors and

partners, and the society at large. The idea that the student pursues in this course need not be limited to a for-profit venture. We will analyse entrepreneurship very broadly and consider legitimate ideas oriented towards the formation of an enterprise that creates value by bringing people and resources together. Students will be challenged to push the boundaries of established business to identify unmet customer needs that the new enterprise can address. Some of the most important aspects of the business concept include a careful analysis of the following: customer needs, product and service offerings, markets and strategy, marketing, intellectual property, operations, financials and financing.  In addition, the new enterprise should have the potential to create superior returns in the form of profits (economic and/or social).

## Objectives/Learning Outcomes/Capability Development

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On completion of this course you should be able to:

- CLO1 – determine the appropriate business model for the student's business idea.
- CLO2 – develop a venture capital ready financial model and financing plan suited for product idea for the chosen market space.
- CLO3 - deliver several investor pitches for the appropriate audiences.
- CLO4 – create and develop a detailed and effective business plan for the student's proposed business.
- CLO5 – understand the legal considerations of business start-up, to include intellectual property considerations, tax relevant issues, and the impact of the legal environment on the student's proposed business.
- CLO6 – identify, evaluate, and pursue a business opportunity.

Map each CLO against one or more PLOs

|  | CLO1 | CLO2 | CLO3 | CLO4 | CLO5 | CLO6 |
|---|---|---|---|---|---|---|
| PLO1 | X | X |  | X |  | X |

| | | | | | | |
|------|---|---|---|---|---|---|
| PLO2 | X | X | | X | | X |
| PLO3 | X | X | | X | X | X |
| PLO4 | X | X | | X | X | X |
| PLO5 | X | | X | | | X |
| PLO6 | | X | X | X | | |
| PLO7 | | | X | X | | |
| PLO8 | | | X | | | X |

Please note: Undergraduate Collective PLOs in the table below.  Not all PLOs are achieved in a single course.

| PLO1 | Apply broad theoretical and technical knowledge of business practice in diverse contexts. |
|------|---|
| PLO2 | Integrate specialist theoretical knowledge with technical skills to independently apply principles of entrepreneurship, new venture creation and business development in a variety of business and professional contexts to develop solutions that are innovative, cost-effective and culturally sensitive. |
| PLO3 | Critically analyse and synthesise information to formulate effective business decisions. |
| PLO4 | Apply reasoned judgements to solve problems in a variety of business contexts with reference to ethical, regulatory and global perspectives. |
| PLO5 | Reflect on performance feedback to identify and action strategies for improvement. |
| PLO6 | Communicate business data and concepts to professionals and non-professionals in diverse contexts. |
| PLO7 | Apply an adaptive and collaborative approach to working with others in a variety of business and professional contexts. |

| PLO8 | Integrate and apply professional theory with practice in authentic Work Integrated Learning (WIL) contexts. |
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## Overview of Learning Activities

A wide variety of pedagogical approaches will be used in this course. There will be lectures to provide introductions to key concepts, interactive and inclusive class discussions, experiential exercises, utilization of a flipped classroom, assigned readings and videos to deepen and/or enhance the student's understanding, individual assignments to demonstrate the student's command of the subject matter, guest lecturers from knowledgeable practitioners and subject experts, and site visits (incubators).

## Overview of Learning Resources

As an enrolled student of RMIT University you will be provided with access via the internet to the RMIT Library databases and online facilities. If you require assistance with the RMIT library facilities the first person to contact is the Business Liaison Librarian for this school. Contact details for Business Liaison Librarians are located online on the RMIT library website.

A Flipped Classroom will be utilized for this course. The videos can be found at https://www.udacity.com/course/ep245

Additional resources and/or sources to assist your learning will be identified by your course coordinator and will be made available to you as required during the teaching period.

## Overview of Assessment

## Assessment Tasks

| Assessment Tasks | Weighting | Linked Learning Outcomes |
|------------------|-----------|--------------------------|
| Assessment Task 1 | 25% | 1, 2, 6 |
| Assessment Task 2 | 25% | 1, 2, 3 |
| Assessment Task 3 | 50% | 1, 2, 4, 5, 6 |