Business Faculty
Department of Management
Digital Business Management Programme
Subject Syllabus

Subject Code : MGM04
Subject Title : Business Startup
Subject Specification : For students majoring in the business programme
Subject Overview :

During this course you will dive into the understanding and application of a lean startup development process. This includes assessing whether an idea or vision has appeal in certain customer segments, figuring out a business model, understanding the build-measure-learn feedback loop throughout the process, and determining the key elements of what would make a successful startup. Students are expected to actively participate in the process and turn their ideas into an implementable startup model. This course will be an extension of the Business Model course from a practitioner's perspective.

1.Course Objectives :

By the end of the course, students will be able to

1. Develop a startup idea and turn it into a business concept
2. Create a business model using the business model canvas
3. Gather and use (customer) feedback to strengthen the business model
4. Determine customer segments, partners, and resources
5. Determine and calculate revenue models, pricing and cost
6. Develop a startup pitch and a business plan

2.Course method

- Lectures and reading materials
- Class discussion
- Group work
- Case studies

3.Learning Outcome (Competence) :

- Knowledge: Identify customer pain points and understand the steps needed in developing a business model canvas
- Skill: Applying the knowledge from the customer perspective and from the business model canvas on a pitch presentation and a business plan
- Attitude: Believe that the purpose of a business startup should be the relief of customer pain point.

4.Course content :

The course will be held in 14 session and the content is as follows:

Week	Topic
1	Defining a startup and how it is different from other businesses (startup - small business - corporations)
2	Startup vision: what is your startup idea? (ideation, initial sense of product-market fit and competitor, introduction canvas)
3	Preparation: who is the customer and how do we meet their needs? (identify customer segment and define value proposition)
4	Preparation: what can we and how do we learn from customers? (customer vs product development approach and customer relationship)
5	Preparation: how do we reach our customers by doing what using which resources? (channels and key activities + resources)
6	Preparation: Identifying partnerships and sources of revenue
7	Practice: Review the startup business model and make a pitch presentation
8	Preparation UTS
9	**Mid Term**
10	Practice: Determine pricing and cost
11	Practice: Build Measure Learn loop
*	Guest lecturer (to be confirmed)
12	Practice: Business model and Business plan intro
13	Review: Business plan framework and case studies
14	Review: Business plan framework and case studies
15	Preparation UAS
16	**Final Examination**

5, Grading System

Course Evaluation **:**

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **50 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

6.Scheme of Work

Session	Title/Topic	Area of discussion	Activities
1	Course introduction and class management:	• Course rundown, • Syllabus • Background and definition of "startups"	Lecture and discussion
2	Startup ideation	• Ideation process • Types of founders • Product-market fit • Business model canvas	Lecture Founders group formation Discussion Reference for group formation https://foundr.com/founding-team
3	Preparation-: Who is the customer and how will the startup product meet his/her needs?	• Customer segment description • Formulating value proposition	Lecture Discussion Group work
4	Preparation- What/how can we learn from customers?	• Importance of obtaining customer insight and applying	Lecture Discussion Group work Case study

		customer development approach	
5	Preparation: How do we reach the customers doing what using which resources? (channels and key activities + resources)	• Distribution channels overview • Types of activities and resources • Business type and key resource	Lecture Group work
6	Preparation: Identifying revenue streams and partnerships	• Types of revenue streams • Investors or partners?	Lecture Group work
7	Practice: Revisit the startup model - Pitching to potential investors	• Elements of a pitch presentation • Develing the pitch for different types of pitch audiences	Lecture Group work
8	Preparation for midtest assignment		
	Mid Term Examination		
9	Practice: Pricing and cost structure	• Pricing strategies • Basic principles and calculation of costs	Lecture Group work
10	Practice: The Build-Measure-Learn loop	• Importance of prototyping • Measuring and adjusting and repeat	Lecture Group work
11	Practice: Business plan introduction	• From model to plan • Different types and audiences of a business plan	Lecture Group work Case study
12 - 14	Practice Business plan framework development and real life startup cases	• Business plan selection and preparation • BP examples from real life startups	Lecture Group work Case study
15	Finals		

Midterm Exam Guideline: Group presentation of a pitch to potential investor
Final Exam Guideline: Group presentation business plan

1. Students will apply their learnings from the Business Model class onto the practice of developing a business in this Business Startup class. They will form a group and develop a startup idea from canvas to a comprehensive plan
2. Midterm: The outline of the pitch presentation must contain components from the business canvas. The roles of each member of the group in the startup should be clearly defined and every member must take part in the presentation
3. Final: The comprehensive business plan is a group effort and must include the startup's vision and a projection of its first year of operations

References

1. Osterwalder & Pigneur (2010): *Business Model Generation,* Wiley & Sons
2. Ries, D (2011): *The Lean Startup,* Crown Business
3. Jones, E (2020): *The Startup Kit: Everything you need to start a small business,*

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