

## CMNS2700: Create Your Own Business

Newcastle City Precinct

Semester 2 - 2023



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

*The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.*

## OVERVIEW

### Course Description

This course explores activities, structures, and opportunities of creating a new (small) business in the media and communications industry. Students will gain an understanding of the increasingly fragmented and digitized job market on a local, national, and international level, and the common practice of freelancing. Ethical and legal frameworks for creating a new business will be considered and practical aspects such as incorporation & governance, finances, budgeting time and money, intellectual property and copyright, as well as marketing will be discussed. Students will have the opportunity to work towards creating their own business.

### Assumed Knowledge

60 units at 1000 level including CMNS1234 Media and Communication Concepts.

### Contact Hours

#### Lecture

Online

1 hour(s) per Week for 10 Weeks starting Week 1

#### Tutorial

Face to Face On Campus

2 hour(s) per Week for Full Term starting Week 1

### Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

[www.newcastle.edu.au](http://www.newcastle.edu.au)

CRICOS Provider 00109J

## CONTACTS

Course Coordinator Newcastle City Precinct

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(02) 498 54909  
Consultation:

<b>Teaching Staff</b>	Other teaching staff will be advised on the course Canvas site.
<b>School Office</b>	<b>School of Humanities Creative Industries and Social Sciences</b> NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

## SYLLABUS

<b>Course Content</b>	<p>Topics will include:</p> <ul style="list-style-type: none"><li>• Undertaking market research and analysis for a sector to work within the media and communication industries;</li><li>• Investigation of business opportunities for media and communication professionals;</li><li>• Legal and ethical consideration related to creating a new business;</li><li>• Incorporation and governance, managing business finances and taxes, grant and funding opportunities;</li><li>• Developing ideas to market the business;</li><li>• Writing research reports.</li></ul>
<b>Course Learning Outcomes</b>	<p><b>On successful completion of this course, students will be able to:</b></p> <ol style="list-style-type: none"><li>1. Understand the employment landscape in the media and communication industries, locally, nationally, and internationally;</li><li>2. Recognise and discuss opportunities to establish independent businesses in the industry including legal and ethical frameworks;</li><li>3. Demonstrate an understanding of business-related matters including but not limited to governance, finances, intellectual property, and marketing;</li><li>4. Develop a business plan to create a new business within the media and communication industries.</li></ol>
<b>Course Materials</b>	See Canvas.

# SCHEDULE

Week	Week Begins	Topic	Lecture	Learning Activity
1	17 Jul	Introduction to Entrepreneurship in Media and Communication	Understanding the Media and Communication business landscape	<p>The role of entrepreneurship, identifying industry sectors and brainstorming future business.</p> <p>Rate Sheet Research and ABN Registration.</p> <p><b>Assessment:</b> None - Assessment One will be explained during the tutorial</p>
2	24 Jul	Finding Inspiration and Understanding the Market	Conducting effective market research and analysis	<p>Analysing market trends and identifying target markets and inspirational freelancers/businesses.</p> <p>Brand Asset creation and business name/ URL registration</p> <p><b>Assessment:</b> None - scheduling for presentation of Assessment 1.</p>
3	31 Jul	Business Models and "Value"	Business structures, models, and value propositions	<p>Evaluate potential business structures, models and niche markets.</p> <p><b>Assessment:</b> None - group formation and introduction to Assessment 2.</p>
4	7 Aug	Legal and Ethical Considerations	Understanding regulations and ethics for media and communication businesses	<p>Flipped tute/ Presentations</p> <p><b>Assessment:</b> 1 - Market Analysis Report (30%)</p>
5	14 Aug	Getting Started and Managing Money	Managing finances for media and communication start-up businesses	<p>Flipped tute/ Presentations</p> <p><b>Assessment:</b> 1 - Market Analysis Report (30%)</p>
6	21 Aug	Marketing Strategies and Tools	Marketing strategies, systems and tools	<p>Making use of digital marketing tools and social media platforms</p> <p>Digital Networking exercise</p> <p><b>Assessment:</b> None</p>
7	28 Aug	Writing a Business Plan - Part 1	Components of a comprehensive business	<p>Drafting the business plan – value propositions</p>

			plan 1	Assessment: None
8	4 Sep	Writing a Business Plan - Part 2	Components of a comprehensive business plan 2	Drafting the business plan – user pains/gains  Presentation/Proposal intensive  <b>Assessment:</b> None
9	11 Sep	Presentations and Proposal	Effective presentation techniques and structuring a persuasive proposal	Flipped tute/ Presentations  <b>Assessment:</b> 2 - Presentation/Proposal
10	18 Sep	Future Entrepreneurship: adapting to rapid change	Understanding the future of media and communication business and work	Drafting the business plan – budgeting  <b>Assessment:</b> None - scheduling of video pitch presentations for weeks 11-12.
<b>Mid Term Break</b>				
<b>Mid Term Break</b>				
11	9 Oct	Final Presentations and Feedback	None	Flipped tute/ Presentations  <b>Assessment:</b> 3 - Business Plan Project One Minute Pitch Video Presentation
12	16 Oct	Final Presentations and Feedback	None	Flipped tute/ Presentations  <b>Assessment:</b> 3 - Business Plan Project One Minute Pitch Video Presentation  3 - Final Report Due Friday 20th of October, 11.59 pm.
13	23 Oct	Spill-Over Presentations and Reflection	None	Reflection on the entrepreneurship journey and lessons learned  Celebration of achievements and future considerations
<b>Examination Period</b>				
<b>Examination Period</b>				

# ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Market Analysis - 30%	Weeks 4-5 in tutorial sessions -- to be scheduled in week 2.	Individual	30%	1, 2
2	Presentation / Proposal - 30%	week 9 in class - group formation in week 3.	Group	30%	1, 2, 4
3	Business Plan Project - 40%	Video presented week 11-12 in class (scheduling week 10). Final Report Due Friday 20th of October, 11.59 pm.	Individual	40%	1, 2, 3, 4

## Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

## Assessment 1 - Market Analysis - 30%

<b>Assessment Type</b>	Report
<b>Purpose</b>	Utilise scholarly research materials, industry reports, case studies, and interviews with industry experts to gather information about future trends and advancements within a particular sector of the media and communication industries in Australia.
<b>Description</b>	Create a 10-minute influencer-style vodcast that analyses the future of your chosen sector within the media and communication industries in Australia. Your vodcast should explore how the key elements of the sector will change in the future, including value proposition/s, customer/audience constitution, revenue streams, key activities and partnerships. Highlight potential disruptions, emerging trends, and innovative business models that are likely to shape the chosen sector.
<b>Weighting</b>	30%
<b>Length</b>	10-minute vodcast
<b>Due Date</b>	Weeks 4-5 in tutorial sessions (to be scheduled in week 2).
<b>Submission Method</b>	In Class Online Upload your video to a streaming service such as YouTube or Vimeo and provide the link via Canvas. If you wish, you may protect the video with a password and provide this with your submission.
<b>Assessment Criteria</b>	We will assess the clarity and organisation of your vodcast, depth of analysis and insights on the future trends and changes to key elements, identification of potential disruptions and opportunities, relevance and impact of the identified future scenarios, demonstration of critical thinking and creativity, effective use of visuals and multimedia elements, overall presentation skills and ability to respond to questions. Rubric available on Canvas.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online. Feedback will also be provided in class in weeks 4-5.

## Assessment 2 - Presentation / Proposal - 30%

<b>Assessment Type</b>	Presentation
<b>Purpose</b>	Utilise primary and secondary research sources, industry reports, market data, and scholarly materials such as academic journals to gather information about the market, customers, and competitors of a particular creative business in the media and communication industry.
<b>Description</b>	In groups of 5 conduct a comprehensive market analysis of a specific business within the media and communication industries in Australia. Based on your analysis, you will prepare a 20 minute presentation that examines the market dynamics, customer segments, value proposition, channels, and at least three key competitors for your chosen case study. Provide insights and recommendations for improving the selected business.
<b>Weighting</b>	30%
<b>Length</b>	20 minute presentation

<b>Due Date</b>	week 9 in class (group formation in week 3).
<b>Submission Method</b>	In Class Online
<b>Assessment Criteria</b>	Slides will be submitted via your group on Canvas by the conclusion of Week 8. We will evaluate the skill, clarity and organisation of your presentation materials and delivery, completeness and accuracy of your market analysis, identification of opportunities and challenges, insights derived from the analysis, clarity of recommendations, and adherence to academic conventions. Rubric available on Canvas.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online. Feedback will also be provided in class in week 9.

## Assessment 3 - Business Plan Project - 40%

<b>Assessment Type</b>	Project
<b>Purpose</b>	Utilise the Business Model Canvas framework, relevant course materials, industry insights, and creativity to develop a business model and create an engaging pitch video.
<b>Description</b>	<p>Your task is to develop a comprehensive business model and create a one-minute pitch video that showcases your value proposition as an individual freelancer or business starting in the media and communication industries in Australia. Utilising the Business Model Canvas framework, outline the key elements of your business model, including your unique value proposition, target market, revenue streams and budget, key activities, and resources. The pitch video should effectively communicate your value proposition and capture the attention of potential clients or partners in a portrait framed, social platform targeted format (TikTok/Instagram Reels-style).</p> <p>Components</p> <p>1000 Word Report and Business Model Canvas: Prepare a completed Business Model Canvas and 1000 word report that outlines the key elements of your freelancer business model due end of week 12.</p> <p>One-Minute Pitch Video: Create a TikTok-style video that succinctly presents your value proposition as an individual freelancer in the media and communication industries, presented in tutorials during weeks 11-12 for peer and tutor feedback (scheduling week 10).</p>
<b>Weighting</b>	40%
<b>Length</b>	1500 Words or Equivalent
<b>Due Date</b>	Video presented week 11-12 in class (scheduling week 10) -- Final Report Due Friday 20th of October, 11.59 pm.
<b>Submission Method</b>	In Class Online Video presented week 11-12 in class (scheduling week 10) -- Final Report Due 20th of October, 11.59 pm via Canvas.
<b>Assessment Criteria</b>	<p>Business Model Canvas and Report: We will evaluate the clarity and coherence of your business model and report, their alignment with the key components of the Business Model Canvas, identification of your unique value proposition, understanding of the target market, feasibility and viability of the business model, and overall presentation.</p> <p>Pitch Video: We will assess the effectiveness of your pitch video in capturing the attention of the audience, clarity of your value proposition, creativity and presentation style, ability to communicate key information within one minute, and overall impact. You will present the video in tutes during weeks 11-12 and ability to answer questions. Rubric available on Canvas.</p>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online. Feedback will also be provided in class in weeks 11-12.

## ADDITIONAL INFORMATION

### Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High	Outstanding standard indicating comprehensive knowledge

	Distinction (HD)	and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

#### Communication Methods

Communication methods used in this course include:

#### Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

#### Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

#### Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

#### Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

#### Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that

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support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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