ENGR 4019 START-UP PRODUCT LAUNCH

Credit Points 10

Legacy Code 301304

Coordinator James Berry (https://directory.westernsydney.edu.au/search/name/James Berry/)

Description Students, working in cross functional teams and as individuals, will develop a mature value proposition for validation and launch of a market-ready product or service that includes promotional narratives and artefacts. Students will focus on entrepreneurial innovation and lean start-up models using design-led strategies such as CANVAS modelling, minimum viable product (MVP), and launching in addition to strategies for securing external funding for projects. Students will be well placed to create dynamic adaptive organisation for business, government, wider communities and start-up businesses as career professionals.

School Eng, Design & Built Env

Discipline Other Engineering And Related Technologies

Student Contribution Band HECS Band 2 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 4 subject

Equivalent Subjects ENGR 3008 - Design Management 4 Design Process ENGR 4002 - Design Management 4 Strategy and Lean Start-Up

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Initiate a rapid design process for an idea to market outcome.
2. Integrate a design-led innovation process across a cross functional team.
3. Strategise a design-led approach to envision competitive advantages for a new product development.
4. Develop and launch new marketable ideas.
5. Foster teamwork collaborations toward improving creative and innovative team culture.

Subject Content

1. Lean start-up models for entrepreneurial innovation
2. Design thinking approaches (canvas modelling) for management of design and implementation
3. Product and service development in a cross-functional team
4. Rapid new product development
5. Business prototyping, implementation and operation
6. Promotional content development such as video

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task	Mandatory
Presentation	1 :30 minute pitch + 3 x A3 posters	25	N	Individual	N
Poster	3 X Posters and MVP model	25	N	Individual	N
Presentation	3 Minute presentation video + 1000 word report	50	N	Individual	N

Prescribed Texts

- Osterwalder, A & Pigneur, Y, 2010, Business model generation a handbook for visionaries, game changers, and challengers, Wiley, Hoboken, NJ.

Teaching Periods

Spring (2024)
Online
Online
Subject Contact James Berry (https://directory.westernsydney.edu.au/search/name/James Berry/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=ENGR4019_24-SPR_ON_2#subjects)

Spring (2025)
Online
Online
Subject Contact James Berry (https://directory.westernsydney.edu.au/search/name/James Berry/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=ENGR4019_25-SPR_ON_2#subjects)