



# MGMT13151 *Entrepreneurship, Innovation and New Ventures*

## Term 2 - 2017

Profile information current as at 19/04/2024 06:21 am

All details in this unit profile for MGMT13151 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Entrepreneurship, Innovation and New Ventures encourages exploration of the entrepreneurial function and the development of new business activity. Initiating, developing, and operating a new business involves considerable risk and effort, as new ventures depend on creativity and innovation to proliferate at local, national and global levels. The different applications of entrepreneurship in the unit stress the critical involvement of personal capability and resilience to convert opportunities into commercial reality. The unit focuses on small to medium enterprise (SME) where opportunity recognition, feasibility, and risk management comprise key elements of the entrepreneurial function. The unit also offers a formative basis for future entrepreneurial endeavours across a range of contexts. If you have successfully completed the unit MRKT19034 you should not enrol in this unit.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: 96 credit points

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2017

- Brisbane
- Distance
- Melbourne
- Perth
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 30%

#### 2. **Presentation and Written Assessment**

Weighting: 40%

#### 3. **Written Assessment**

Weighting: 30%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student evaluations

**Feedback**

More feedback on the blogs week to week as the requirements were difficult to appreciate in the beginning

**Recommendation**

Ensure comprehensive feedback where necessary with blogs and ensure students apply the Gibbs (1988) reflective framework to structure weekly reflections

#### Feedback from Student evaluations

**Feedback**

Communication between the Unit Co-ordinator and Teaching Team

**Recommendation**

Engage the teaching team with the development and marking of assessment 2 the pitch and in-class workshop. Direct specific attention to in-group performance criteria and criteria based assessment.

#### Feedback from Student evaluations

**Feedback**

Feedback on assessment and timely return

**Recommendation**

Insist on timely assessment feedback return with (i) blogs or assessment 1 (ii) workshops activities and write-ups or assessment 2, and (iv) the reflective assignment or assessment 3.

#### Feedback from Student evaluations

**Feedback**

Group Assessment: Though working in a group is good, it is also difficult when members don't participate; there needs to be more guidance as to what needs to happen with the group assignment.

**Recommendation**

Utilise the workshop module in Moodle, so that group participation and learning is guided and feedback is structured on two levels. Require workshop planning, peer-to-peer deliberation within groups, and discussions with Teaching Team for each workshop. Encourage adherence to standards of group practice and performance requirements.

#### Feedback from Student evaluations

**Feedback**

Overall assessment design

**Recommendation**

Redirect the focus on the business plan to operationalising relevant sections of business planning as the focus for weekly workshops. Re-purpose the entrepreneurial pitch so that groups promote the respective workshop topics. Ensure integrated use of relevant theoretical content and models.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. demonstrate understanding of the entrepreneurial function to a new venture
2. explain the nature and relevance of creativity, innovation, and enterprise to a new venture
3. critically review principles of risk management amongst entrepreneurs
4. examine the relevance of personal involvement, capability, and resilience amongst entrepreneurs
5. apply techniques associated with feasibility analysis, risk management, business planning, financing a new venture
6. evaluate the business plan or proposal for a new venture.



Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
<b>3 - Written Assessment - 30%</b>	•		•	•		•	•	•		

## Textbooks and Resources

### Textbooks

MGMT13151

#### Prescribed

#### **Entrepreneurship: Successfully Launching New Ventures**

5th edition, Global edition (2016)

Authors: Barringer, BR & Ireland, RD

Pearson

Harlow, Essex, UK

ISBN: 9781292095370

Binding: Paperback

#### **Additional Textbook Information**

To avoid shipping delays and pressure on your budget, purchase the vital source (web and cross platform apps) eText direct from Pearson (ISBN: 9781292095387)!

However, if your study preference is a paper book, they are available at the CQUni Bookshop here:

<http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### **You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Saalem Sadeque** Unit Coordinator

[s.sadeque@cqu.edu.au](mailto:s.sadeque@cqu.edu.au)

## Schedule

### **Week 1 - 10 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Entrepreneurship	Barringer & Ireland (2016) Ch. 1 (pp. 25-60)	Place a bid for group members for assessment 2.

### **Week 2 - 17 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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Recognising Opportunities & Generating Ideas	Barringer & Ireland (2016) Ch. 2 (pp. 63-95)	Continue bid for group members for assessment 2.
<b>Week 3 - 24 Jul 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Feasibility Analysis	Barringer & Ireland (2016) Ch. 3 (pp. 97-131)	Confirm group memberships for assessment 2.
<b>Week 4 - 31 Jul 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
The Business Plan	Barringer & Ireland (2016) Ch. 6 (pp. 203-238)	<b>Assessment 1: Learn from an entrepreneur</b> Due: Week 4 Friday (4 Aug 2017) 11:45 pm AEST
<b>Week 5 - 07 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Industry and Competitor Analysis	Barringer & Ireland (2016) Ch. 5 (pp. 171-201)	
<b>Vacation Week - 14 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Vacation week	Vacation week	Vacation week
<b>Week 6 - 21 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Developing an Effective Business Model	Barringer & Ireland (2016) Ch. 4 (pp. 133-169)	
<b>Week 7 - 28 Aug 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Building a New-Venture Team	Barringer & Ireland (2016) Ch.9 (pp. 317-347)	
<b>Week 8 - 04 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Analysing Marketing Issues	Barringer & Ireland (2016) Ch. 11 (pp. 387-423)	
<b>Week 9 - 11 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Getting Financing or Funding	Barringer & Ireland (2016) Ch. 10 (pp. 349-384)	
<b>Week 10 - 18 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Assessing a Venture's Financial Strength and Viability	Barringer & Ireland (2016) Ch. 8 (pp. 281-315)	<b>Assessment 2: Business plan (BP) writeup and pitch</b> Due: Week 10 Friday (22 Sept 2017) 11:45 pm AEST
<b>Week 11 - 25 Sep 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Intellectual property issues	Barringer & Ireland (2016) Ch. 12 (pp. 425-461)	
<b>Week 12 - 02 Oct 2017</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Establish an Ethical and Legal Foundation	Barringer & Ireland (2016) Ch. 7 (pp. 243-247; 255-261)	Self & Peer Report for Assessment 2 is due.
<b>Review/Exam Week - 09 Oct 2017</b>		

Module/Topic

Chapter

Events and Submissions/Topic

**Assessment 3: Reflections on Learning Journey** Due: Review/Exam Week Friday (13 Oct 2017) 11:45 pm AEST

**Exam Week - 16 Oct 2017**

Module/Topic

Chapter

Events and Submissions/Topic

## Assessment Tasks

### 1 Assessment 1: Learn from an entrepreneur

#### Assessment Type

Written Assessment

#### Task Description

This is an **individual assessment**. You are required to choose an entrepreneur whom you admire and write about that person. Base your writeup from various sources (e.g. newspaper/magazine articles, interviews, etc.) that has information about that particular entrepreneur. Remember to reference each source used using APA formatting style. Note that you are free to choose any entrepreneur except for Steve Jobs and Richard Branson as they are quite well-known entrepreneurs. The word limit for the writeup is 1000 (+10%).

#### Assessment Due Date

Week 4 Friday (4 Aug 2017) 11:45 pm AEST

#### Return Date to Students

Vacation Week Friday (18 Aug 2017)

#### Weighting

30%

#### Assessment Criteria

- Ability to reflect the venture started by the entrepreneur and on the entrepreneurial process that the entrepreneur went through (10 marks)
- Critically reflect on the lessons that can be learned from that entrepreneur (10 marks)
- Referencing and citations (5 marks)
- Spelling and grammar, good use of paragraphs and writing presentation (5 marks)
- Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 1 for every 100 words over the allowed 1100 words limit)
- Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 1 per day unless an approved extension has been granted)

#### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### Submission

Online

#### Submission Instructions

Please ensure you submit your work as a Word document through Turnitin in Moodle.

#### Learning Outcomes Assessed

- demonstrate understanding of the entrepreneurial function to a new venture
- explain the nature and relevance of creativity, innovation, and enterprise to a new venture
- critically review principles of risk management amongst entrepreneurs

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Assessment 2: Business plan (BP) writeup and pitch

### Assessment Type

Presentation and Written Assessment

### Task Description

Assessment 2 is designed to allow you to gain a first-hand experience of activities that 'real' entrepreneurs are required to carry out: writing a business plan (component 1) and pitching the idea in a presentation (component 2). This is a **group assessment**, which requires you to self-select into a group (2-4 students) and to collaborate with your group members in the completion of the assessment. Groups need to be formed by the end of week 3. Important: you need to get approval from the unit coordinator for your chosen venture before you commence working on Assessment 2. The word limit for the business plan writeup component is 2200 (+10%).

### Assessment Due Date

Week 10 Friday (22 Sept 2017) 11:45 pm AEST

One member from the group submits the final copy of the assessment 2 (both components) on behalf of the group in Moodle.

### Return Date to Students

Week 12 Friday (6 Oct 2017)

### Weighting

40%

### Assessment Criteria

- Ability to justify the need for the new venture (10 marks)
- Ability to critically evaluate the BP components as it relates to the new venture (10 marks)
- Supporting evidence (desk research, interpretation and analysis of material) and properly cited using APA referencing style (5 marks)
- Layout/presentation of the business plan (5 marks)
- Pitch content (5 marks)
- Pitch delivery (5 marks)
- Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 2 for every 100 words over the allowed 2420 words limit)
- Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 2 per day unless an approved extension has been granted)
- Final mark for individual students for assessment 2 may be modified based on the self and peer assessment evaluation received.

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online Group

### Submission Instructions

One member from the group submits the final copy of the assessment 2 (both components) on behalf of the group in Moodle.

### Learning Outcomes Assessed



- examine the relevance of personal involvement, capability, and resilience amongst entrepreneurs
- apply techniques associated with feasibility analysis, risk management, business planning, financing a new venture

#### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

### **3 Assessment 3: Reflections on Learning Journey**

#### **Assessment Type**

Written Assessment

#### **Task Description**

This is an **individual assessment** that allows you to reflect upon your entire learning journey in this unit. You are required to present, in essay format, a brief critical self-analysis and reflection of your learning. The self-analysis and reflection must consider your personal development, as well as the development of your knowledge of entrepreneurship topics. You must relate your learning to your future career aspirations and how this learning would benefit you. You also need to make references to some of the academic theory learned in this course (use APA-style referencing). The word limit for the writeup is 1000 (+10%).

#### **Assessment Due Date**

Review/Exam Week Friday (13 Oct 2017) 11:45 pm AEST

Please ensure you submit your work as a Word document through Turnitin in Moodle.

#### **Return Date to Students**

Assessment 3 is submitted as a proxy for the exam. The return of graded submissions and feedback occurs after the final course grades are released.

#### **Weighting**

30%

#### **Assessment Criteria**

- Critical reflection of learning journey (10 marks)
- Reflection on how learning in this term will influence your future goals in terms of entrepreneurship, innovation and new ventures (10 marks)
- Structure/organization of the essay (5 marks)
- Mechanics (Grammar, spelling, referencing) (5 marks)
- Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 3 for every 100 words over the allowed 1100 words limit)
- Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 3 per day unless an approved extension has been granted)

#### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Please ensure you submit your work as a Word document through Turnitin in Moodle.

#### **Learning Outcomes Assessed**

- demonstrate understanding of the entrepreneurial function to a new venture
- explain the nature and relevance of creativity, innovation, and enterprise to a new venture
- critically review principles of risk management amongst entrepreneurs
- evaluate the business plan or proposal for a new venture.

#### **Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

#### **What is a breach of academic integrity?**

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

#### **Why is academic integrity important?**

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

#### **Where can I get assistance?**

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

#### **What can you do to act with integrity?**



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem