



MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 2 - 2018

Profile information current as at 06/05/2024 06:54 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

The unit is designed to familiarize students with the world of entrepreneurship, innovation and start-ups. It examines the nature and roles of entrepreneurship, innovation and the entrepreneur in society. You will identify the key factors for entrepreneurial success and how to evaluate these factors. You will also learn the stages that entrepreneurs go through in taking the seed of an idea and growing it into a successful business. Emphasis is placed on planning, financing, starting and managing new start-ups.

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

Completion of 48 credit points in first year of study.

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 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- Rockhampton
- 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 evaluation

Feedback

Assessment 3: Reflective assessment was not interesting.

Recommendation

Assessment 3 could be changed to a more challenging assessment.

Feedback from Student evaluation

Feedback

Struggled to find a lot of the specific information requested online, or in books.

Recommendation

Provide specific website addresses from where students can find relevant information.

Feedback from Student evaluation

Feedback

The assessment tasks were interesting and well-written to the course.

Recommendation

Keep providing clearer guidelines and requirements for the assessments tasks.

Unit Learning Outcomes

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

1. Demonstrate an understanding of entrepreneurship, innovation and new start-ups through exposure to theoretical concepts and current developments in the field
2. Examine the knowledge, qualities and skills needed to become a successful entrepreneur
3. Identify new start-up opportunities and evaluate these through the process of feasibility analysis
4. Formulate business plan to organise and manage new start-ups
5. Appreciate the importance of entrepreneurship and innovation within society.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level  Introductory Level  Intermediate Level  Graduate Level  Professional Level  Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 30%		•			•
2 - Presentation and Written Assessment - 40%	•		•	•	
3 - Written Assessment - 30%	•	•			•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving		•	•	•	•
3 - Critical Thinking	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•
5 - Team Work			•	•	
6 - Information Technology Competence				•	
7 - Cross Cultural Competence	•			•	•
8 - Ethical practice			•	•	
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 30%	•	•	•	•						
2 - Presentation and Written Assessment - 40%	•	•	•	•	•	•	•	•		
3 - Written Assessment - 30%	•		•	•			•	•		

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: ISBN 9781292095370

Binding: eBook

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

Laura Baker Unit Coordinator

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Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 1: Entrepreneurship: A primer for action</u>		
Details of Assessment Item 1		
Expectation of student engagement in the unit	Barringer & Ireland (2016): Chapter 1	
Details of Moodle site and resources available		

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 2: Developing the business idea: Opportunity recognition</u>	Barringer & Ireland (2016): Chapter 2	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 3: Developing the business idea: <u>Feasibility, industry and competitor analysis</u> Details of Assessment Item 2	Barringer & Ireland (2016): Chapters 3 and 5	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 4: Developing the business idea: <u>Preparing the proper ethical and legal foundation</u>	Barringer & Ireland (2016): Chapter 7	Assessment Item 1: Individual written essay Developing entrepreneurial attributes Due: Week 4 Friday (3 Aug 2018) 11:55 pm AEST

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 5: Developing the business idea: <u>Developing an effective business model</u>	Barringer & Ireland (2016): Chapter 4	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
No Topic	No Chapters	No events

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 6: Developing the business idea: <u>Writing a business plan</u>	Barringer & Ireland (2016): Chapter 6	

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 7: Developing the business idea: <u>Building a new-venture team</u> Details of Assessment Item 3	Barringer & Ireland (2016): Chapter 9	

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 8: Developing the business idea: <u>Assessing financial strength and viability and getting funding</u>	Barringer & Ireland (2016): Chapters 8 and 10	Assessment Item 2: Individual presentation and written component Identifying new start-up opportunities Due: Week 8 Friday (7 Sept 2018) 11:55 pm AEST

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 9: Growing the opportunity: <u>Marketing your firm</u>	Barringer & Ireland (2016): Chapter 11	

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 10: Growing the opportunity: <u>The importance of intellectual property</u>	Barringer & Ireland (2016): Chapter 12	

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 11: Growing the opportunity: <u>Growing the firm</u>	Barringer & Ireland (2016): Chapters 13 and 14	

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic 12: Growing the opportunity: Franchising	Barringer & Ireland (2016): Chapter 15	Assessment Item 3: Individual written report Business Report Due: Week 12 Friday (5 Oct 2018) 11:55 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Developing entrepreneurial attributes

Assessment Type

Written Assessment

Task Description**Description**

This assessment is an individual essay of 1200 words +/- 10% It must use the essay format.

Purpose

This written assessment is designed to assist you to develop an understanding of the knowledge, qualities and skills needed to become a successful entrepreneur by investigating real world innovation and start-up activities and events. You will examine such activities and events and explain their role within society today. In addition, this assessment aims to develop your critical thinking, research and written communication skills.

Task details

Throughout Australia there are many events aimed at developing new innovations and start-ups. Some of these include Hackathons, Start-Up weekends, and Innovation events, competitions and conferences. You are required to:

1. Identify and describe three such events
2. Discuss the entrepreneurial attributes you would gain from participating in such events
3. Discuss your agreement or disagreement with the proposition that the ideas generated by such events do not benefit society but are a way for organisers to exploit the ideas of participants

Assessment Due Date

Week 4 Friday (3 Aug 2018) 11:55 pm AEST

All submissions are to be uploaded through the Assessment Item 1 link on the unit Moodle page. The essay can be uploaded as a pdf or word document. Penalties for late submission are applied according to the policy.

Return Date to Students

Week 6 Monday (20 Aug 2018)

Every effort will be made to return your assignment by the date indicated. You will find your mark and feedback through the Feedback Studio portal on Moodle.

Weighting

30%

Assessment Criteria**Weighting - 30% or 30 marks****Marking criteria for Written Assessment - Developing entrepreneurial attributes**

1. Demonstrated understanding of the knowledge, qualities and skills needed to become a successful entrepreneur (12 marks).
2. Critical evaluation of the role of entrepreneurship and innovation within society (12 marks).
3. Demonstrated depth and quality of research by using a minimum of 8-10 academic sources (2 marks).
4. Correct use of the APA referencing system in-text and in the reference list of the assignment (2 marks).
5. Correct use of the essay structure and appropriate conventions of academic writing (2 marks).

Referencing Style

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

Submission

Online

Submission Instructions

All assignments must be submitted through the Moodle site. No email submissions will be accepted. Please contact SDesk if you have difficulty accessing the Moodle site.

Learning Outcomes Assessed

- Examine the knowledge, qualities and skills needed to become a successful entrepreneur
- Appreciate the importance of entrepreneurship and innovation within society.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

2 Identifying new start-up opportunities

Assessment Type

Presentation and Written Assessment

Task Description

Description

This is an individual recorded presentation of no more than 3-4 minutes.

There is also a business modelling and planning component with a word length of 2000 +/- 10%

Purpose

This assessment item provides the opportunity for you to use your understanding of theoretical concepts to plan an innovation or start-up of your own. In addition, this assessment aims to develop your critical thinking, research, and written and oral communication skills.

Task details

Identify a 'hypothetical' business opportunity that if you had the funds, time and drive you would pursue as a business start-up. This should be an idea you believe has the potential to become a business for you to own and grow. You are required to:

1. Provide a brief description of your idea
2. Evaluate the viability of your new start-up through a brief feasibility analysis
3. Use a business model template to illustrate elements important to building your business
4. Formulate a business plan to organise and manage your new start-up
5. Record a 3-4 minute 'pitch' of your new start-up

Assessment Due Date

Week 8 Friday (7 Sept 2018) 11:55 pm AEST

All submissions are to be uploaded through the Assessment Item 2 link on the unit Moodle page. The written component can be uploaded as a pdf or word document. The presentation must be an audio recorded PowerPoint presentation.

Penalties for late submission are applied according to the policy.

Return Date to Students

Week 10 Friday (21 Sept 2018)

Every effort will be made to return your assignment by the date indicated. You will find your mark and feedback through the Feedback Studio portal on Moodle.

Weighting

40%

Assessment Criteria

Weighting - 40% or 40 marks

Marking criteria for Presentation and Written Assessment - Identifying new start-up opportunities

1. Demonstrated understanding of entrepreneurship, innovation and new start-ups through a discussion of relevant theoretical concepts (7 marks).
2. Evaluation of new-start-up opportunities through a feasibility analysis (7 marks).
3. Development of a business model template to illustrate elements important to building a business (7 marks).

4. Formulation of a business plan to organise and manage a new start-up (7 marks).
5. Recorded professional 3-4 minute 'pitch' of the new start-up (6 marks).
6. Demonstrated depth and quality of research by using a minimum of 10-12 academic sources (2 marks).
7. Correct use of the APA referencing system in-text and in the reference list of the assignment (2 marks).
8. Appropriate use of conventions of academic writing and persuasion (2 marks)

Referencing Style

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

Submission

Online

Submission Instructions

All assignments must be submitted through the Moodle site. No email submissions will be accepted. Please contact SDesk if you have difficulty accessing the Moodle site.

Learning Outcomes Assessed

- Demonstrate an understanding of entrepreneurship, innovation and new start-ups through exposure to theoretical concepts and current developments in the field
- Identify new start-up opportunities and evaluate these through the process of feasibility analysis
- Formulate business plan to organise and manage new start-ups

Graduate Attributes

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

3 Business Report

Assessment Type

Written Assessment

Task Description

Description

This assessment is an individual report of 1200 words +/- 10% It must use the report format.

Purpose

This assessment task gives you the opportunity to enhance your research, analysis, critical thinking and written communication skills, particularly in the areas of developing an argument in the context of business report writing.

Task details

You are required to write a business report. You are expected to engage in extensive research within the academic literature (peer reviewed journals) relevant to the task and evidence your argument with scholarly sources. You will be provided with a contemporary news story/case study that will be the focus of your report. You are required to:

1. Identify important theoretical concepts relevant to the issues discussed in the article/case study
2. Demonstrate your understanding of the knowledge, qualities and skills necessary to successful entrepreneurship
3. Debate the role of entrepreneurship and innovation in relation to the issues discussed in the article

Assessment Due Date

Week 12 Friday (5 Oct 2018) 11:55 pm AEST

All submissions are to be uploaded through the Assessment Item 3 link on the unit Moodle page. The written report can be uploaded as a pdf or word document. Penalties for late submission are applied according to the policy.

Return Date to Students

Exam Week Friday (19 Oct 2018)

As this is the final assessment item for the unit the marks will not be released until after grade certification.

Weighting

30%

Assessment Criteria

Weighting - 30% or 30 marks

Marking criteria for Written Assessment - Business report

1. Demonstrated understanding of entrepreneurship, innovation and new start-ups through a discussion of contemporary entrepreneurial and innovation issues (8 marks).
2. Identification of knowledge, qualities and skills needed to become a successful entrepreneur (8 marks).
3. Ability to argue a position in relation to the role of entrepreneurship and innovation (8 marks).
4. Demonstrated depth and quality of research by using a minimum of 8-10 academic sources (2 marks).
5. Correct use of the APA referencing system in-text and in the reference list of the assignment (2 marks).
6. Correct use of the report structure and appropriate conventions of academic writing (2 marks).

Referencing Style

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

Submission

Online

Submission Instructions

All assignments must be submitted through the Moodle site. No email submissions will be accepted. Please contact SDesk if you have difficulty accessing the Moodle site.

Learning Outcomes Assessed

- Demonstrate an understanding of entrepreneurship, innovation and new start-ups through exposure to theoretical concepts and current developments in the field
- Examine the knowledge, qualities and skills needed to become a successful entrepreneur
- Appreciate the importance of entrepreneurship and innovation within society.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- 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