



MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 3 - 2018

Profile information current as at 28/04/2024 05:55 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 through to planning for the growth of 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 3 - 2018

- Brisbane
- Distance
- Melbourne
- 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: 40%

2. **Written Assessment**

Weighting: 60%

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 Have Your Say

Feedback

Assessment task requirements need to be explained more clearly and earlier in the term.

Recommendation

In addition to describing the assessment requirements in the unit profile, providing additional information on Moodle and Zoom and recording PowerPoint presentations, it is recommended that a dedicated Discussion Forum is established on Moodle in relation to each assessment item.

Feedback from Have Your Say, Email correspondence

Feedback

Assessment feedback needs to be more detailed, formative and timely.

Recommendation

Provide teaching team training about how to provide constructive and formative feedback. Develop strategies to ensure marking team comply with published marking timelines.

Feedback from Have Your Say

Feedback

More engagement and interaction with distance students via communication and lectures.

Recommendation

Ensure that recorded lectures are provided, Zoom sessions are scheduled out of office hours to accommodate working students, and all means of communication with students are fully utilised.

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 critical review and synthesis of knowledge and current developments in the field
2. Synthesise knowledge and exercise critical thinking to appreciate the importance of entrepreneurship and innovation within society
3. Critically analyse and synthesise the knowledge, qualities and skills needed to become a successful entrepreneur in start-up ventures
4. Demonstrate creative skills and critical thinking to identify a new start-up opportunity and evaluate its feasibility
5. Synthesise knowledge and exercise critical thinking to apply appropriate frameworks that evaluate the preferred business model for the start-up opportunity
6. Apply technical skills to formulate a business plan for the launch of a start-up venture.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Written Assessment - 40%	•	•	•	•		
2 - Written Assessment - 60%			•		•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
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 - 40%		•	•	•				•	•	
2 - Written Assessment - 60%		•	•	•				•	•	

Textbooks and Resources

Textbooks

MGMT13151

Prescribed

Entrepreneurship: Successfully Launching New Ventures

Edition: 5th edn (2015)

Authors: Barringer, BR & Ireland, RD

Pearson

Harlow , Essex , Australia

ISBN: 9781292095370

Binding: Paperback

Additional Textbook Information

You can purchase ebook direct from Pearson (ISBN: 9781292095370), to avoid delays in shipping, and costs.

However, if your preference is for a hard copy, place your order through the CQUni Bookshop (<http://bookshop.cqu.edu.au>): (search on the Unit code)

[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

Malcolm Johnson Unit Coordinator
m.n.johnson@cqu.edu.au

Schedule

Week 1 - 05 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship: A primer for action	Barringer & Ireland: Chapter 1	

Week 2 - 12 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing the business idea: Opportunity recognition	Barringer & Ireland: Chapter 2	

Week 3 - 19 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Developing the business idea:
Feasibility analysis

Barringer & Ireland: Chapter 3

Week 4 - 26 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Exploring the opportunity wedge: Industry and competitor analysis	Barringer & Ireland: Chapter 5	

Vacation Week - 03 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
No lectures this week		

Week 5 - 10 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Exploring the opportunity wedge: Markets and marketing	Barringer & Ireland: Chapter 11	Business idea generation and evaluation of feasibility Due: Week 5 Friday (14 Dec 2018) 11:45 pm AEST

Week 6 - 17 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Pivotal decision: Business model architecture	Barringer & Ireland: Chapter 4	

Week 7 - 31 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Business Plan: Purpose and structure	Barringer & Ireland: Chapter 6	

Week 8 - 07 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Business Plan: Financial strength and viability	Barringer & Ireland: Chapter 8	

Week 9 - 14 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Business Plan: New venture team	Barringer & Ireland: Chapter 9	

Week 10 - 21 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Business Plan: Legal considerations	Barringer & Ireland: Chapter 7 & 12	

Week 11 - 28 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Business Plan: Sourcing venture funding	Barringer & Ireland: Chapter 10	

Week 12 - 04 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
Workshop for Assessment 2		Business model and plan Due: Week 12 Friday (8 Feb 2019) 11:45 pm AEST

Exam Week - 11 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Business idea generation and evaluation of feasibility

Assessment Type

Written Assessment

Task Description

MGMT13151: Entrepreneurship, Innovation and New Ventures

Term 3 2018

Assessment 1: Business Idea Generation and Evaluation of Feasibility (40%)

This assignment provides an opportunity to identify a real problem in the market or community, to create a range of ideas to solve this, and to evaluate the feasibility of which idea to take forward to Assignment 2. This is an individual assignment.

Component 1: Business Idea Generation

Guided by content of the lectures, workshop discussions, and the material outlined in the prescribed text, you are encouraged to identify a real problem in the market or community in which you live. In presenting the idea, please discuss the reason the innovation is required and provide a persuasive argument of the benefits to be generated by the new venture idea.

Component 2: Evaluation of Feasibility

Evaluation of feasibility focuses on both operational and 'first-cut' (high-level) financial feasibility. The lecture materials provide a guideline of what is to be considered in these evaluations.

Overall:

Successful entrepreneurs and venture capitalists know that ideas are cheap. What matters to them is whether the idea solves a real problem in a feasible way.

Assessment 1 is to be written in a business report format and should not exceed 2000 words (excluding appendices and references). Please be sure to address the assessment criteria below and as they are elaborated in the marking rubric provided in the Assessment 1 folder in Moodle.

Upload assignment through Moodle by the specified due date. Guided by the principle of equity for all students, any late submissions will be penalised at the rate of 5% per day or part thereof.

Assessment Due Date

Week 5 Friday (14 Dec 2018) 11:45 pm AEST

Return Date to Students

Week 7 Friday (4 Jan 2019)

Weighting

40%

Assessment Criteria

Assessment Criteria (out of 100%):

1. Problem identification (20%)
2. Provision of three alternative ideas to solve the problem (15%)
3. Explain the benefits generated by each idea (15%)
4. Explanation of how the best idea was selected (10%)
5. Evaluation of operational feasibility of the selected idea (10%)
6. Evaluation of 'first cut' financial feasibility of the selected idea (10%)
7. Quality of written submission (10%)
8. Supporting evidence (Appendices that provide appropriate summaries of desk research, and other relevant materials) (10%)

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- Demonstrate an understanding of entrepreneurship, innovation and new start-ups through critical review and synthesis of knowledge and current developments in the field
- Synthesise knowledge and exercise critical thinking to appreciate the importance of entrepreneurship and innovation within society
- Critically analyse and synthesise the knowledge, qualities and skills needed to become a successful entrepreneur in start-up ventures
- Demonstrate creative skills and critical thinking to identify a new start-up opportunity and evaluate its feasibility

Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Literacy
- Ethical practice
- Social Innovation

2 Business model and plan

Assessment Type

Written Assessment

Task Description

MGMT13151: Entrepreneurship, Innovation and New Ventures

Term 3 2018

Assessment 2: Business Model and Plan (60%)

This assessment allows you to gain 'first-hand' experience of activities that successful entrepreneurs are required to carry out: selecting an effective business model and writing a business plan for the business idea you developed in the first assessment. This is an individual assessment.

The Business Model and Plan

Developing an idea into a successful business requires entrepreneurs to develop a robust business model and synthesise this into a well-enunciated business plan. In essence, the business model is the operational framework around which a business plan is written, and presents a clear, realistic and articulate explanation of how you plan to start and grow your business.

In accordance with the material outlined in the prescribed text, you are encouraged to take the business idea you developed in Assessment 1. If you have chosen to progress another idea due to lack of feasibility, or improve on it due to feedback, please discuss with your lecturer prior to starting Assessment 2.

Assessment 2 should be no longer than 3000 words, excluding appendices and references. Please be sure to address the assessment criteria below and as they are elaborated in the marking rubric provided in the Assessment 2 folder in Moodle.

Upload assignment through Moodle by the specified due date. As with Assessment 1, any late submission will be penalised at the rate of 5% per day or part thereof unless an extension has been approved by the Unit Coordinator.

Assessment Due Date

Week 12 Friday (8 Feb 2019) 11:45 pm AEST

Return Date to Students

The assignment result will be returned after the School of Business & Law's Assessment Committee meeting (date TBA)

Weighting

60%

Assessment Criteria

Assessment Criteria (out of 100%):

1. Compelling explanation of the need for the new venture (10%)
2. Clear enunciation of proposed business model (20%)
3. Clear explanation of how the business model aligns with and informs relevant business plan components (20%)
4. Application of business plan structure and components (10%)
5. Project Plan for launch of new venture (10%)
6. Enunciation of critical risks, problems and assumptions associated with the business model and plan (10%)
7. Supporting evidence (Appendices that provide appropriate summaries of desk research, business model canvas, and other relevant materials (10%)
8. Quality of document evidenced by no spelling or grammatical errors, and correct use of APA referencing format (10%)

Please also review the marking rubric as this provides a detailed guide about what each of the above aspects should cover.

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- Critically analyse and synthesise the knowledge, qualities and skills needed to become a successful entrepreneur in start-up ventures
- Synthesise knowledge and exercise critical thinking to apply appropriate frameworks that evaluate the preferred business model for the start-up opportunity
- Apply technical skills to formulate a business plan for the launch of a start-up venture.

Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Literacy
- Ethical practice
- Social Innovation

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