



MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 2 - 2019

Profile information current as at 10/04/2024 08:59 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 2 - 2019

- Brisbane
- Melbourne
- Online
- 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: 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: 6th edn ((2019))

Authors: Barringer, B. R. & Ireland, R. D.

Pearson

Harlow , Essex , United Kingdom

ISBN: 9781292255330

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: 9781292255354).

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

Laura Baker Unit Coordinator

l.e.baker@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Topic 1: Entrepreneurship: A primer for action		
Details of Assessment Item 1		
Expectation of student engagement in the unit	Barringer & Ireland (2019): Chapter 1	No Events
Details of Moodle site and resources available		

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Topic 2: Developing the business idea: Opportunity recognition	Barringer & Ireland (2019): Chapter 2	No Events

Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 3: Developing the business idea: Feasibility, industry and competitor analysis</u>	Barringer & Ireland (2019): Chapters 3 and 5	No Events

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 4: Developing the business idea: Preparing the proper ethical and legal foundation</u> Details of Assessment Item 2	Barringer & Ireland (2019): Chapter 7	No Events

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 5: Developing the business idea: Developing an effective business model</u>	Barringer & Ireland (2019): Chapter 4	<u>Assessment Item 1</u> Group enterprise idea and feasibility study Due: Week 5 Friday (16 Aug 2019) 11:45 pm AEST

Vacation Week - 19 Aug 2019

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

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 6: Developing the business idea: Writing a business plan</u>	Barringer & Ireland (2019): Chapter 6	No Events

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 7: Developing the business idea: Building a new-venture team</u>	Barringer & Ireland (2019): Chapter 9	No Events

Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 8: Developing the business idea: Assessing financial strength and viability and getting funding</u>	Barringer & Ireland (2019): Chapters 8 and 10	No Events

Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 9: Growing the opportunity: Marketing your firm</u>	Barringer & Ireland (2019): Chapter 11	No Events

Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 10: Growing the opportunity: The importance of intellectual property</u>	Barringer & Ireland (2019): Chapter 12	<u>Assessment Item 2</u> Group business model, plan and pitch Due: Week 10 Friday (27 Sept 2019) 11:45 pm AEST

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 11: Growing the opportunity: Growing the firm</u>	Barringer & Ireland (2019): Chapters 13 and 14	<u>Assessment Item 2</u> Pitching your enterprise * Students taking part in The Big Idea competition must pitch in this week.

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Topic 12: Growing the opportunity: Franchising	Barringer & Ireland (2019): Chapter 15	Assessment Item 2 Pitching your enterprise

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Term Specific Information

This term students will have the opportunity to use the material and assessment completed in this unit to enter The Big Idea competition. The Big Idea leverages The Big Issue's expertise and networks to immerse university students in the world of social enterprise. Students are encouraged to develop their own social enterprise idea, which will be put to a panel of expert judges. More information about The Big Idea competition and The Big Issue can be found on the unit's Moodle site and at this address <http://thebigidea.org.au/>

Assessment Tasks

1 Group enterprise idea and feasibility study

Assessment Type

Written Assessment

Task Description

This is a group assignment that requires you to write an essay of 1800 words +/- 10%.

Purpose

This assessment item provides the opportunity for you to use your understanding of theoretical concepts to identify an idea or opportunity for a social or commercial enterprise. The assessment aims to develop your critical thinking, research and written communication skills. Your group can choose to develop an idea or opportunity and feasibility analysis for a social enterprise if your group intends to take part in The Big Idea competition. Alternatively, your group can choose to develop an idea or opportunity and feasibility analysis for a commercial enterprise. Overall, the purpose of this assignment is to appreciate the importance of entrepreneurship and innovation within society.

Task details

You must be enrolled in a lecture class and a tutorial class by census date, Tuesday 6 August. You will be able to enrol in assessment groups yourself on the unit's Moodle site. The members of your group must all be either within your lecture or your tutorial group. Groups cannot be formed with students who are not in your lecture or tutorial group. There will be a maximum of 3 group members in each group. There will be no changes to these assessment groups after Friday 9 August so please make sure that you have sorted out which lecture and tutorial class you want to attend by 6 August. Lecture and tutorial classes can only be changed with the permission of the Unit Coordinator after 6 August and no adjustments to assessment groups will be made after 9 August. The group that you enrol in for Assessment item 1 will be the same group that you work in for Assessment Item 2. Please note if you intend to enter The Big Idea competition, all members of your group should also have the same intention.

This assignment requires your group to identify a social or commercial enterprise that if you had the funds, time, and drive you would pursue as a social or commercial enterprise. This idea should have the potential to be self-sustaining and grow. You are required to:

1. Provide a brief description of your idea or opportunity
2. Identify the process your group followed to develop your idea or opportunity
3. Discuss the skills needed to be a successful entrepreneur
4. Evaluate the viability of your social or commercial enterprise through a feasibility study
5. Explain the importance of your social or commercial enterprise within society

Only one member of your group needs to upload the documents via the submission link on Moodle; this will upload the same documents for each group member.

Assessment Due Date

Week 5 Friday (16 Aug 2019) 11:45 pm AEST

All submissions must be uploaded through the Assessment Item 1 link on the unit Moodle page. The Group enterprise idea and feasibility study 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 Friday (30 Aug 2019)

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

1. Provision of a description of the idea or opportunity (6 marks)
2. Identification of the process followed to develop the idea or opportunity (6 marks)
3. Discussion of the skills needed to be a successful entrepreneur (6 marks)
4. Evaluation of the viability of the social or commercial enterprise through a feasibility study (10 marks)
5. Explanation of the importance of the social or commercial enterprise within society (6 marks)
6. Demonstrated depth and quality of research by using a minimum of 12-15 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. 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 Group

Submission Instructions

All submissions must be submitted through the Moodle site. No email submissions will be accepted. Please contact SDesk if you have difficulty accessing the Moodle site. Only one member of your group needs to upload the documents via the submission link on Moodle; this will upload the same documents for each group member.

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 Group business model, plan and pitch

Assessment Type

Written Assessment

Task Description

This is a group assignment that requires you to write a report of 2000 words +/- 10% and develop and deliver a 10 minute pitch about your social or commercial enterprise.

Purpose

This assessment task provides your group the opportunity to enhance your research, analysis, critical thinking and written and oral communication skills, particularly in the areas of developing an argument in the context of a business report and pitch. You will be able to expand on the idea or opportunity for a social or commercial enterprise identified in Assessment Item 1 to indicate how the idea can be developed into a successful and purposeful endeavour.

Task description

Working in the same group that developed the idea or opportunity for a social or commercial enterprise in Assessment Item 1 you are required to complete the following tasks:

1. Discuss the skills needed to be a successful entrepreneur
2. Use a business model template to illustrate elements important to developing your social or commercial enterprise
3. Formulate a business plan to organise and manage your social or commercial enterprise
4. Justify the elements within the business model and business plan for your social or commercial enterprise
5. Explain how the business model and plan will build the sustainability and growth of your social or commercial enterprise
6. Develop and deliver a 10 minute pitch about your social or commercial enterprise

The submission for this assessment item should be in the form of a written report plus a PowerPoint presentation. Only one member of your group needs to upload the documents via the submission link on Moodle; this will upload the same documents for each group member. Please note that the pitch will be done in class in weeks 11 and 12. However, all materials related to the report and pitch must be uploaded to Moodle by the time and date indicated in week 10. Those students who are taking part in The Big Idea competition will also conduct their pitch in front of a panel of experts judging the competition.

Assessment Due Date

Week 10 Friday (27 Sept 2019) 11:45 pm AEST

All submissions must be uploaded through the Assessment Item 2 link on the unit Moodle page. The Group business model, plan and pitch report can be uploaded as pdf, word and ppt documents. Penalties for late submission are applied according to the policy.

Return Date to Students

Review/Exam Week Friday (18 Oct 2019)

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

60%

Assessment Criteria

1. Discussion of the skills needed to be a successful entrepreneur (4 marks)
2. Use of a business model template to illustrate elements important to developing a social or commercial enterprise (10 marks)
3. Formulation of a business plan to organise and manage a social or commercial enterprise (10 marks)
4. Justification of the elements within the business model and business plan for a social or commercial enterprise (10 marks)
5. Explanation of how the business model and plan will build the sustainability and growth of the social or commercial enterprise (10 marks)
6. Development and delivery of a 10 minute pitch about the social or commercial enterprise (10 marks)
7. Demonstrated depth and quality of research by using a minimum of 18-20 academic sources (2 marks)
8. Correct use of the APA referencing system in-text and in the reference list of the assignment (2 marks)
9. Correct use of the report structure and appropriate conventions of academic writing (2 marks)

* Note the specific qualities on which the pitch will be marked (Assessment Criterion 6) will be available on the unit Moodle site.

Referencing Style

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

Submission

Online Group

Submission Instructions

All submissions must be submitted through the Moodle site. No email submissions will be accepted. Please contact SDesk if you have difficulty accessing the Moodle site. Only one member of your group needs to upload the documents via the submission link on Moodle; this will upload the same documents for each group member.

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