



MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 3 - 2019

Profile information current as at 14/12/2025 06:18 pm

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 - 2019

- Brisbane
- Melbourne
- Online
- 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 and informal feedback.

Feedback

Students would like to attend Zoom sessions but they need to occur later in the evening.

Recommendation

Continue to schedule Zoom sessions at a convenient time for working students. After 5:30 pm on weekdays.

Feedback from Have Your Say and informal feedback.

Feedback

Have more recorded information available on Moodle including lectures, unit content activities and assessment information.

Recommendation

Continue to record short lectures, record mini simulations related to in-class tutorial activities that would be engaging to students who are online learners and ensure that accessible and 'one stop' information is provided in relation to assessment.

Feedback from Have Your Say and informal feedback.

Feedback

Including the opportunity to take part in The Big Idea competition in the assessment items was very enjoyable and interesting.

Recommendation

Continue to provide the opportunity to take part in The Big Idea competition in Term 2 each year.

Feedback from Have Your Say and informal feedback.

Feedback

It would be beneficial to have an individual mark awarded in group work as well as a group mark.

Recommendation

Ensure that marking rubrics in future have an individual mark as well as a group mark for group based assessment items.

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

Global Edition, 6th Edition (2018)

Authors: Bruce R. Barringer and R. Duane Ireland

Pearson

ISBN: 9781292255330

Binding: eBook

MGMT13151

Supplementary

Disciplined Entrepreneurship : 24 Steps to a Successful Startup

First edition (2013)

Authors: Bill Aulet

Wiley

ISBN: 9781118720882

Binding: eBook

Additional Textbook Information

Entrepreneurship: Successfully Launching New Ventures - is a Prescribed Textbook that will be used throughout the unit sessions. You will need this book to understand the concepts covered during the class sessions. You can purchase the book from CQU bookstore here: <http://bookshop.cqu.edu.au> (search on the Unit code). Few copies of the book are also available in CQU library.

Disciplined Entrepreneurship : 24 Steps to a Successful Startup - is an optional supplementary reading on entrepreneurship that offers a hands-on approach to entrepreneurship. It can be a very useful resource for students who wish to start a business in-future.

[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

Vanita Yadav Unit Coordinator

v.yadav@cqu.edu.au

Schedule

Week 1 - 11 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Introduction to Entrepreneurship
 Expectation of student engagement in the unit
 Details of Moodle site and resources available
 Details of Assessment 1

Barringer & Ireland (2019): Chapter 1

Week 2 - 18 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing the Business Idea: Recognizing Opportunities and Generating Ideas	Barringer & Ireland (2019): Chapter 2	

Week 3 - 25 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing the Business Idea: Feasibility, Industry and Competitor Analysis	Barringer & Ireland (2019): Chapters 3 and 5	

Week 4 - 02 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing an effective business model Recap of Assessment 1 guidelines	Select chapter readings given on Moodle from - Osterwalder, A., & Pigneur, Y. (2010). <i>Business model generation: a handbook for visionaries, game changers, and challengers</i> . John Wiley & Sons.	

Vacation Week - 09 Dec 2019

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

Week 5 - 16 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Writing a business plan	Barringer & Ireland (2019): Chapter 6	<u>Assessment 1</u> Assessment 1: New enterprise idea and feasibility study Due: Week 5 Friday (20 Dec 2019) 11:50 pm AEST

Week 6 - 23 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Building a new-venture team Assessment 2 Guidelines	Barringer & Ireland (2019): Chapter 9	

Week 7 - 06 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Financial viability and funding	Barringer & Ireland (2019): Chapters 8 and 10	

Week 8 - 13 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Marketing for startups- Identifying a market	Readings: Chapters- Step 1 (market segmentation) and Step 2 (beachhead market). Aulet, B. (2013). <i>Disciplined entrepreneurship: 24 steps to a successful startup</i> . John Wiley & Sons.	

Week 9 - 20 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic

Marketing for startups- user profile and persona for the target market
Recap of Assessment 2 Guidelines

Readings: Chapter- Step 5 (persona).
Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. John Wiley & Sons.
Barringer & Ireland (2019): Chapter 11

Week 10 - 27 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Ethical and Legal foundations for startups	Barringer & Ireland (2019): Chapter 7	

Week 11 - 03 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
The importance of intellectual property	Barringer & Ireland (2019): Chapters 12	Assessment 2 Presentation: Pitch your new enterprise Report submission: Business Plan Assessment 2: Business Pitch (Presentation) and Business Plan (Report) Due: Week 11 Friday (7 Feb 2020) 11:45 pm AEST

Week 12 - 10 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
Growing and managing the entrepreneurial firm	Barringer & Ireland (2019): Chapters 13 and 14	

Exam Week - 17 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Assessment Tasks

1 Assessment 1: New enterprise idea and feasibility study

Assessment Type

Written Assessment

Task Description

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

Purpose

This assessment item provides you the opportunity to learn how to identify and analyze an idea or opportunity for a social or commercial enterprise using your understanding of theoretical concepts covered in this Unit. The assessment aims to develop your critical thinking, research and written communication skills. You can choose to develop an idea or opportunity and feasibility analysis for a social enterprise or a commercial enterprise. Overall, the purpose of this assignment is to appreciate the importance of entrepreneurship and innovation within society.

Task details

This assignment requires you to identify a new social or commercial enterprise **Idea** that has potential to be launched as a successful social or commercial enterprise in-future. You are required to:

1. Provide a brief description of your idea or opportunity
2. Identify the process you 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

Assessment Due Date

Week 5 Friday (20 Dec 2019) 11:50 pm AEST

All submissions must be uploaded through the Submit Assessment 1 link on the unit Moodle page. The assessment should be uploaded as a word document. Penalties for late submission are applied as per CQU policy.

Return Date to Students

Week 7 Friday (10 Jan 2020)

Every effort will be made to return your assignment result and feedback within two weeks from the date of your submission deadline. Your marks and feedback will be available in Feedback Studio 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

Submission Instructions

online as Word file

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 Assessment 2: Business Pitch (Presentation) and Business Plan (Report)

Assessment Type

Written Assessment

Task Description

This is a group assignment that requires you to write a business plan (report of 2000 words +/- 10%) and deliver a 10 minute pitch presentation about a potentially new social or commercial enterprise.

Purpose

Majority of new firms are started by a team of founders. This assessment will give you the opportunity to think and work like a potential entrepreneur with founding team members. You will be able to expand on the idea or opportunity for a social or commercial enterprise identified in Assessment 1 to indicate how the idea can be developed into a potentially successful and purposeful venture. This assessment task provides you the opportunity to enhance your research, analysis, critical thinking, team work, written and oral communication skills, particularly in the areas of developing an argument in the context of a new business plan and pitch.

Task description

Form a group of 2-3 members. You and your team members will play the role of startup founders in this assessment. 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. Distance students will also be required to form groups by connecting with other distance students enrolled in the Unit. There will be a maximum of 3 members in each group.

There will be no changes to these assessment groups once selected so please **make sure that you join a group with a commitment to contribute in the assessment task till the end of the Unit.** Detailed guidelines on group enrollment will be made available on the unit's Moodle site.

First, discuss within your group and select any one team member's idea developed in Assessment 1 for your Assessment 2 task. Then, you are required to complete the following:

1. Develop and deliver a 10 minute pitch presentation about the selected social or commercial enterprise
2. Use the business model canvas to illustrate elements important to developing your social or commercial enterprise
3. Write a business plan for your potential social or commercial enterprise. Templates to help you create a business plan (Australian government resources for small businesses and others) will be made available on Moodle.

There are 2 submissions for assessment 2 due in Week 11:

(i) PITCH: Group Presentation

On campus student groups will make a class presentation or Zoom recording during week 11 or 12 in consultation with your on-campus lecturer. Details on this will be made available on Moodle. The PowerPoint presentation must be uploaded as per the assessment 2 deadline in Week 11 on Moodle (ppt or pdf file).

Distance student groups will upload a PowerPoint presentation (ppt or pdf file) and a Zoom recording of the group Pitch presentation on Moodle during Week 11 as per the assessment 2 deadline date.

(ii) BUSINESS PLAN: in the form of a written report to be uploaded on Moodle as a Word document in Week 11.

NOTE: 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 11 Friday (7 Feb 2020) 11:45 pm AEST

All submissions must be uploaded through the Submit Assessment Item 2 link on the unit Moodle page. Penalties for late submission are applied as per CQU policy.

Return Date to Students

Assessment 2 will be returned and marks released after grade certification. You will find your marks and feedback through the Feedback Studio portal on Moodle.

Weighting

60%

Assessment Criteria

Presentation:

- Development and delivery of a 10 minute pitch about the social or commercial enterprise (10 marks)

Report:

- Compelling justification for the 'need' of the New Venture. In other words, is there a pressing need for its product or service? is it offering a potential solution to a real problem? (10 marks)
- Discussion on the Founder Team composition and its importance for your proposed venture (4 marks)
- Professional structure and completeness of the business plan including market, financial plan and industry/competitor analysis (10 marks)
- Explanation of all the key elements within the business business plan for a social or commercial enterprise (10 marks)
- Use of the business model canvas to illustrate elements important to developing a social or commercial enterprise (10 marks)
- Demonstrated depth and quality of research by using a minimum of 12-15 academic sources (2 marks)
- Correct use of the APA referencing system in-text and in the reference list at the end of the assignment (2 marks)
- 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 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