MGMT13151 *Entrepreneurship, Innovation and Start-ups*
Term 2 - 2020

Profile information current as at 20/04/2024 08:01 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 2 - 2020

- 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 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

— 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	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

Additional Textbook Information
The ebook can be purchase online from the publisher's website. Select chapters from the textbook will be used in the Unit (refer Unit profile). The textbook is also available online in the CQU library.
However, if you prefer to study with a paper copy, they are available at the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code). eBooks are available at the publisher's website.

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 styles below:

- American Psychological Association 6th Edition (APA 6th edition)
- American Psychological Association 7th Edition (APA 7th edition)

For further information, see the Assessment Tasks.

Teaching Contacts

Vanita Yadav Unit Coordinator
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Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Entrepreneurship Expectation of student engagement in the unit Details of Moodle site and resources available	Barringer & Ireland (2019): Chapter 1	

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic

| Developing the Business Idea: Recognizing Opportunities and Generating Ideas Assessment 1 guidelines | Barringer & Ireland (2019): Chapter 2 | |

Week 3 - 27 Jul 2020

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 - 03 Aug 2020

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). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.	

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Writing a business plan	Barringer & Ireland (2019): Chapter 6 Select reading material from Australian Government resources given on Moodle	**Assessment 1: New enterprise idea and feasibility study** Due: Week 5 Friday (14 Aug 2020) 11:55 pm AEST

Vacation Week - 17 Aug 2020

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

Week 6 - 24 Aug 2020

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

Week 7 - 31 Aug 2020

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

Week 8 - 07 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Marketing for startups	Barringer & Ireland (2019): Chapter 11 Select chapter readings given on Moodle from Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. John Wiley & Sons.	

Week 9 - 14 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Ethical and Legal foundations for startups Recap of Assessment 2 Guidelines	Barringer & Ireland (2019): Chapter 7	

Week 10 - 21 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic

| The importance of intellectual property | Barringer & Ireland (2019): Chapter 12 Select reading material from Australian Government resources given on Unit Moodle site | |

Week 11 - 28 Sep 2020

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

Week 12 - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
Growing and managing the entrepreneurial firm Unit Recap Assessment 2: Q & A	Unit recap and revision of concepts learnt in the Unit	**Assessment 2: Business Pitch (Presentation) and Business Plan (Report)** Due: Week 12 Friday (9 Oct 2020) 11:55 pm AEST

Review/Exam Week - 12 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 19 Oct 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 (14 Aug 2020) 11:55 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 (4 Sept 2020)
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)
- American Psychological Association 7th Edition (APA 7th 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 (i) deliver a 10 minute pitch presentation and (ii) write a business plan (report of 2000 words +/- 10%) for 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 12:
(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 12 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 12 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 12.
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 12 Friday (9 Oct 2020) 11:55 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
Exam Week Friday (23 Oct 2020)
Assessment 2 will be returned and final marks will be released after grade certification. You will find your marks and feedback through the Feedback Studio portal on Moodle.

Weighting
60%

Assessment Criteria
Presentation (10 marks)

- Development and delivery of a 10 minute pitch about the social or commercial enterprise. Guidance on how create a pitch presentation and the specific qualities on which the pitch will be marked will be available on the unit Moodle site.

Report (50 marks)

- 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)
- Discussion on the legal and organization structure for your proposed venture (2 marks)
- Professional structure and completeness of the business plan that includes a discussion on target market, financial plan, industry and competitor analysis (10 marks)
- Compelling 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 quality of research and 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)

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)
- American Psychological Association 7th Edition (APA 7th 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