



MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 3 - 2020

Profile information current as at 02/10/2022 01:21 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 - 2020

- Brisbane
- Melbourne
- Online

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 Student feedback in class and the Have Your Say survey

Feedback

Students really liked the applied learning content of the unit, specifically the real world case studies of entrepreneurs.

Recommendation

Continue to include applied learning content in the unit like case studies and examples of entrepreneurs.

Feedback from Student feedback in class and the Have Your Say survey

Feedback

Students must 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 (Latest Edition)

Authors: Bruce R. Barringer and R. Duane Ireland

Pearson

Binding: eBook

Additional Textbook Information

The ebook can be purchased online from the publisher's website. The textbook is also available online in the CQU library. Only select chapters from the textbook will be used in the Unit (refer Unit profile) and there will be additional readings also prescribed in the Unit.

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 also 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 style: [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 - 09 Nov 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	Required reading- Barringer & Ireland (2019): Chapter 1 Supplementary reading - Chapter 1: Frederick, H. H., Kuratko, D. F., & O'Connor, A. (2019). <i>Entrepreneurship: Theory/Process/Practice</i> . Cengage AU.	

Week 2 - 16 Nov 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 and supplementary readings given on Moodle	

Week 3 - 23 Nov 2020

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

Week 4 - 30 Nov 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). <i>Business model generation: a handbook for visionaries, game changers, and challengers</i> . John Wiley & Sons.	

Vacation Week - 07 Dec 2020

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

Week 5 - 14 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
Writing a business plan	Barringer & Ireland (2019): Chapter 6 and supplementary readings given on Moodle	Assessment 1: New enterprise idea and feasibility study Due: Week 5 Friday (18 Dec 2020) 11:55 pm AEST

Week 6 - 21 Dec 2020

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

Vacation Week - 28 Dec 2020

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

Week 7 - 04 Jan 2021

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

Week 8 - 11 Jan 2021

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

Week 9 - 18 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic

Ethical and Legal foundations for startups
Recap of Assessment 2 Guidelines

Chapter 7: Barringer & Ireland (2019)
Chapter 1: Chapple, E., Copp, R., Baumfield, R., Cunningham, R., Harpur, P., Baumfield, Richard, & Cunningham, Rosemary. (2016). Company Law (1st ed.). Melbourne: Wiley.

Week 10 - 25 Jan 2021

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 - 01 Feb 2021

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

Week 12 - 08 Feb 2021

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 Monday (8 Feb 2021) 9:00 am AEST

Exam Week - 15 Feb 2021

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 new business idea or opportunity.
2. Discuss the process you followed to develop your new business idea or opportunity.
3. Review academic literature in this area and describe the skills needed to be a successful entrepreneur.
4. Evaluate the viability of your social or commercial enterprise through a feasibility study.
5. Review academic literature in this area and examine the importance of your social or commercial enterprise idea within society.

Assessment Due Date

Week 5 Friday (18 Dec 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 (8 Jan 2021)

Your marks and feedback will be available in Feedback Studio on Moodle.

Weighting

40%

Assessment Criteria

1. Provision of a description of the new business 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 your social or commercial enterprise idea 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 end-text 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 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 7 minute pitch presentation and (ii) write a business plan (report of 2000 words +/- 10%) for a 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 applied learning assessment task. There will be no changes to the 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 7 minute pitch presentation on the selected social or commercial enterprise business idea from assessment 1
2. Use the business model canvas to illustrate elements important to developing the social or commercial enterprise
3. Write a business plan for the selected social or commercial enterprise business idea.

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 -

(i) PITCH: Group Presentation

Campus enrolled (Melbourne, Sydney, Brisbane etc.) student groups will make an in-class presentation over Zoom during week 11 or 12 workshop in consultation with your lecturer. Details on this will be made available on Moodle. The PowerPoint presentation must also be uploaded on Moodle as per the assessment 2 deadline on Moodle (ppt or pdf file). *Distance (DST) enrolled student groups* have the option of making an in-class presentation over Zoom during week 11 or 12 workshop Or upload a PowerPoint presentation (ppt or pdf file) and a Zoom recording (mp4) of the group Pitch presentation on Moodle as per the assessment 2 submission deadline.

(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 Monday (8 Feb 2021) 9:00 am 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 (19 Feb 2021)

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

Weighting

60%

Assessment Criteria

Presentation (10 marks)

- Development and delivery of a 7 minute pitch for the new 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)

- Company description and compelling justification for the 'need' of the New Venture idea. 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 (you and your team members will be assuming the role of co-founders), proposed role of members in the venture and importance of the team composition for your proposed venture (4 marks)
- Discussion on the proposed legal structure for your new business venture (2 marks)
- Professional structure and completeness of the business plan that includes key elements like- a discussion on industry, competitor analysis, target market, operational plan and financial plan (10 marks)
- Compelling explanation of all the key elements mentioned above within the business business plan (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 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