MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 3 - 2023

Profile information current as at 12/10/2024 05:04 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 - 2023

- 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 Survey

Feedback

Pehaps for the assessment 2, providing more resources or examples for pitch

Recommendation

A guide on how to pitch the business idea should be provided/uploaded in the unit's Moodle.

Feedback from Student Survey

Feedback

The lecturer explained everything in detail about assessments

Recommendation

An updated guide, along with a recorded video, should be uploaded in Moodle, providing details on each assessment. In addition, the lecturer/s should dedicate at least five minutes in each workshop to answer students' questions related to assessment.

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

Supplementary

Entrepreneurship: Successfully Launching New Ventures
Latest Global Edition
Authors: Bruce Barringer and R. Ireland
Pearson Education
Binding: eBook

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

Aman Ullah Unit Coordinator
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Schedule

Week 1 - 06 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Entrepreneurship	Barringer & Ireland (2019): Chapter 1	

Week 2 - 13 Nov 2023

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

Week 3 - 20 Nov 2023

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 - 27 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic

Developing an effective business model	Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.	
Vacation Week - 04 Dec 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Week 5 - 11 Dec 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Writing a business plan	Barringer & Ireland (2019): Chapter 6	
Week 6 - 18 Dec 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Building a new-venture team	Barringer & Ireland (2019): Chapter 9	**Assessment 1: New enterprise idea and feasibility study** Due: Week 6 Friday (22 Dec 2023) 11:59 pm AEST
Vacation Week - 25 Dec 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Week 7 - 01 Jan 2024		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Financial viability and funding	Barringer & Ireland (2019): Chapters 8 and 10	
Week 8 - 08 Jan 2024		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Marketing for startups	Barringer & Ireland (2019): Chapter 11	
Week 9 - 15 Jan 2024		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Ethical and Legal foundations for startups	Barringer & Ireland (2019): Chapter 7 Chapple, et al. (2016). Company Law (1st ed.): Chapter 1.	
Week 10 - 22 Jan 2024		
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 the Unit Moodle site	
Week 11 - 29 Jan 2024		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Growing and managing the entrepreneurial firm	Barringer & Ireland (2019): Chapters 13 and 14	
Week 12 - 05 Feb 2024		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Wrap-up and reflections	No readings	**Assessment 2: Business Plan for your new business idea** Due: Week 12 Friday (9 Feb 2024) 11:59 pm AEST
Exam Week - 12 Feb 2024		

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%). This assessment item provides you with the opportunity to learn how to identify and analyze a business idea using your understanding of the theoretical concepts covered in this Unit. The assessment aims to develop your critical thinking, research, and written communication skills. This assignment requires you to identify a new business idea that has the potential to be launched as a social or commercial enterprise in the future. In doing so, you are required to:

1. Provide a brief description of your new business idea.
2. Discuss the process you followed to develop your new business idea.
3. Review academic literature in this area and describe the skills needed to be a successful entrepreneur.
4. Evaluate the viability of your idea through a feasibility study.
5. Review academic literature in this area and examine the importance of your idea.

Assessment Due Date
Week 6 Friday (22 Dec 2023) 11:59 pm AEST

A late penalty @ 5% per day will be applied

Return Date to Students
Week 8 Monday (8 Jan 2024)

Grade will be released on Moodle

Weighting
40%

Assessment Criteria
New enterprise idea and feasibility study (40% weighting, i.e. 40 marks)

1. Provision of a description of the idea or opportunity (6 marks).
2. Identification of the process followed to develop the business 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 proposed social or commercial enterprise through a feasibility study and concept statement. (10 marks).
5. Explanation of the importance of the proposed enterprise within society (6 marks).
6. Quality of essay and literature: Demonstrated depth and quality of research by using a minimum of 10-12 relevant academic scholarly sources (journal articles and book chapters) and a minimum of 5-6 industry sources (news articles, websites, industry reports) **using the APA referencing style**. And correct use of the essay structure and appropriate conventions of academic writing. (6 marks).

Referencing Style

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

Submission
Online

Submission Instructions
Submit online in Moodle

assessmentOutcome

- 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

assessmentGradAttribute

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

2 Assessment 2: Business Plan for your new business idea

Assessment Type
Written Assessment

Task Description
This is an **individual assignment** that requires you to write a **professional business plan report** of a maximum of 3000 words for your new business idea. This word limit includes an executive summary (500-800 words) and the main report (2200- 2500 words). Appendices, cover page, table of contents, list of figures/tables, and references are not included in the word count.

Assessment Due Date
Week 12 Friday (9 Feb 2024) 11:59 pm AEST

A late penalty @ 5% per day will be applied

Return Date to Students

Grades will be released after the certification of grades date

Weighting
60%

Assessment Criteria
Business Plan Report (60% weighting, i.e. 60 marks)

• Executive Summary (5 marks)
• Description of the proposed new business idea, compelling justification for the 'need' of the new enterprise and its value proposition (10 marks).
• Discussion on the legal organisation structure (and/or any intellectual property plan, if applicable) for your proposed new enterprise (2 marks).
• Business Plan elements - Ability to formulate a business plan by including the required key elements like industry, target market, competitor analysis, financial plan (budget), marketing and operational plan. In addition, a compelling explanation of the business plan elements (25 marks).
• Use of the business model canvas to illustrate elements important to developing a new enterprise (10 marks).
• Quality of report and literature: Demonstrated quality of research using relevant academic and industry sources, correct use of the APA referencing system, correct use of academic report structure and appropriate conventions of academic writing (8 marks).

Referencing Style

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

Submission
Online

Submission Instructions
Submit online in Moodle

assessmentOutcome

- 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.

assessmentGradAttribute

- 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