MGMT13151 *Entrepreneurship, Innovation and Start-ups*
Term 1 - 2026

Profile information current as at 14/12/2025 10:20 pm

General Information

Overview

This unit offers a critical exploration of the evolving landscape of entrepreneurship, innovation, and start-up development. It focuses on the strategic and contextual factors that shape new start-up creation, guiding you to assess the economic and societal impacts of innovation, analyse key drivers of start-up success across industries, and evaluate the viability and scalability of start-up ventures. You will explore the core stages of the entrepreneurial process, including opportunity identification, feasibility analysis, business modelling, funding, and growth planning. The unit places particular emphasis on how creativity, innovation, and digital transformation are reshaping start-up business models and market dynamics. Through real-world case studies and practical activities, you will strengthen your ability to manage uncertainty, assess entrepreneurial risk, and design start-ups that are innovative, sustainable, and competitive.

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 1 - 2026

- 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

> **Information for Class and Assessment Overview has not been released yet.**
> This information will be available on Monday 12 January 2026

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 SUTE and In-Class Feedback

Feedback
Group assessment (assignment 2) was very challenging. I loved this unit. It was so interesting and I would have loved to do assessment 2 on my own.

Recommendation
Simplify Assessment 2 into an individual task to help students focus on developing their innovative business startup idea.

Feedback from SUTE

Feedback
The course is very well structured and clear. The courses recording is delivered very clearly and well

Recommendation
Continuously refining and improving the unit.

Feedback from SUTE

Feedback
The lecturer is attentive and also goes the extra mile to assist students

Recommendation
Thanks, continuously refining and improving the unit.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 12 January 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.