



# MGMT20141 Enterprise Project

## Term 1 - 2018

Profile information current as at 04/05/2024 05:15 am

All details in this unit profile for MGMT20141 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

This is a project unit that draws upon your area of specialisation and wider knowledge of innovation in business and applies what you have learned in a practical context. This unit enables you to demonstrate the synthesis of knowledge, business research methodologies and professional skills that you have acquired in your course of study. Under the guidance of the unit coordinator you will plan and complete a report on an original research project or a work integrated learning project which will address a significant issue in business and social environments, both locally and globally.

#### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

There are no requisites for this unit.

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 - 2018

- Distance

#### 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 Postgraduate 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. **Presentation and Written Assessment**

Weighting: 40%

#### 2. **Presentation and 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](#).

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. develop and conduct a planned research project and manage any practical problems in its implementation
2. critically evaluate published academic research, identify secondary data sources, and review extant literature, to develop a business case for a business problem or opportunity;
3. set benchmarks and critically analyse the findings of the research project in the context of the defining objectives
4. demonstrate the ability to develop a practical action plan for implementation including consideration of ethical issues
5. communicate the findings and results from the research project in a professional document and critically reflect on outcomes



## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

A list of appropriate readings, most of which will be freely available on the internet, will be provided upon enrollment.

### 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

**Olav Muurlink** Unit Coordinator  
[o.muurlink@cqu.edu.au](mailto:o.muurlink@cqu.edu.au)

## Schedule

### Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Research planning. This unit offers the student the opportunity to do a guided research project with the support of a supervisor, in the field of social innovation.	No fixed readings	Open to discussion with the supervisor/lecturer

### Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

### Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

### Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	<b>Research project, planning</b> Due: Week 4 Friday (30 Mar 2018) 12:00 am AEST

### Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Vacation Week - 09 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 6 - 16 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 7 - 23 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 8 - 30 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 9 - 07 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 10 - 14 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 11 - 21 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Week 12 - 28 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

**Review/Exam Week - 04 Jun 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	<b>Research Project, Delivery</b> Due: Review/Exam Week Thursday (7 June 2018) 12:01 pm AEST

**Exam Week - 11 Jun 2018**

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings	

## Assessment Tasks

### 1 Research project, planning

**Assessment Type**

Presentation and Written Assessment

**Task Description**

This is a milestone that enables the student to gain some formal feedback that will enable them to refine and develop the project. Students are expected to prepare a two page (up to 800 word + references) brief describing their progress, and have an in-person or Zoom meeting with their supervisor/lecturer to discuss their progress.

**Assessment Due Date**

Week 4 Friday (30 Mar 2018) 12:00 am AEST

This deadline may be shifted to earlier in the term at the request of the student.

**Return Date to Students**

Week 5 Monday (2 Apr 2018)

Feedback to the student will occur via a Zoom session and where necessary, in writing, and will be delivered promptly to ensure the project develops on schedule.

**Weighting**

40%

**Assessment Criteria**

The purpose of this assessment is to enable formal formative feedback to be delivered to the student. Students will be given feedback on areas for improvement, training (where required) on strategies to improve the project, priorities and and project planning.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

No submission method provided.

**Learning Outcomes Assessed**

- develop and conduct a planned research project and manage any practical problems in its implementation
- critically evaluate published academic research, identify secondary data sources, and review extant literature, to develop a business case for a business problem or opportunity;
- set benchmarks and critically analyse the findings of the research project in the context of the defining objectives
- communicate the findings and results from the research project in a professional document and critically reflect on outcomes

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

## 2 Research Project, Delivery

**Assessment Type**

Presentation and Written Assessment

**Task Description**

The key deliverable in this unit is a written report (around 5,000 words or equivalent + references) developed at the guidance of the supervisor/lecturer assigned to the student.

**Assessment Due Date**

Review/Exam Week Thursday (7 June 2018) 12:01 pm AEST

A link will be provided on the Moodle site.

**Return Date to Students**

The project will be returned with feedback within a week of submission.

**Weighting**

60%

**Assessment Criteria**

**The project will be marked along the following four criteria. Further information will be provided on the unit Moodle site.**

**Research value, innovation:** degree to which the project reflects an advancement on current knowledge and/or practice.

**Execution:** the degree to which the student has demonstrated knowledge and skill in using research techniques to deliver the project.

**Critical thinking:** the degree to which the project represents critical evaluation of both the sources, the data, and the success of the project (including research limitations)

**Communication:** quality, accuracy and clarity of both the verbal and visual (e.g. charts/tables/figures) elements of the research report.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- develop and conduct a planned research project and manage any practical problems in its implementation
- demonstrate the ability to develop a practical action plan for implementation including consideration of ethical issues
- communicate the findings and results from the research project in a professional document and critically reflect on outcomes

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

## 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