



# MGMT20141 Enterprise Project

## Term 2 - 2019

Profile information current as at 28/04/2024 06:38 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 2 - 2019

- Mixed Mode

#### 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](#).

## 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 during the term, both in Zoom sessions and by email and phone.

#### **Feedback**

Students struggle with designing and implementing even a basic research project when entering this unit.

#### **Recommendation**

In future terms a more structured approach to the research project possibilities will be required.

## 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

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Presentation and Written Assessment - 40%	•	•	•		•
2 - Presentation and Written Assessment - 60%	•			•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○		○
2 - Communication	○	○	○	○	○
3 - Cognitive, technical and creative skills	○	○		○	○
4 - Research	○	○	○	○	○
5 - Self-management	○			○	○
6 - Ethical and Professional Responsibility	○				○
7 - Leadership	○				○
8 - 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
1 - Presentation and Written Assessment - 40%	○	○	○	○				
2 - Presentation and Written Assessment - 60%	○	○	○	○	○	○	○	

## Textbooks and Resources

### Textbooks

There are no required textbooks.

### 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 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
<b>Research planning.</b> This unit offers the student the opportunity to do a guided research or work-integrated learning project with the support of a supervisor, in the field of social innovation.	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator either prior to this week, or during this week.	Preferably <b>prior to the semester commencing, but no later than Week 1</b> , you should make contact with the unit co-ordinator, and work out a plan for the semester, including a feasible project, likely sources of data, and a methodological approach. This initial meeting will take place by Zoom, so that your unit coordinator can demonstrate and discuss research strategies.

### Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

### Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

### Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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No fixed readings. A reading plan will be developed and executed in consultation with your supervisor/unit co-ordinator.

Regularly consult with supervisor/unit coordinator on progress of project.

#### Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	<p><b>PRELIMINARY PROJECT PROPOSAL SUBMISSION</b> Due: Review/Exam Week Tuesday (18 August. 2019) 7:00 pm AEST.</p> <p><b>PRELIMINARY PROJECT PROPOSAL SUBMISSION</b> Due: Week 5 Friday (16 Aug 2019) 7:00 pm AEST</p>

#### Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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#### Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

#### Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

#### Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

#### Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

#### Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

#### Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your unit coordinator.	Regularly consult with supervisor/unit coordinator on progress of project.

## Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No fixed readings. A reading plan will be developed and executed in consultation with your supervisor/unit co-ordinator.	Research Project, Delivery Due: Review/Exam Week Regularly consult with supervisor/unit coordinator on progress of project.  <b>FINAL PROJECT SUBMISSION</b> Due: Review/Exam Week Tuesday (13 October, 2019) 7:00 pm AEST.  <b>FINAL PROJECT SUBMISSION</b> Due: Week 12 Friday (11 Oct 2019) 7:00 pm AEST

## Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 PRELIMINARY PROJECT PROPOSAL SUBMISSION

#### Assessment Type

Presentation and Written Assessment

#### Task Description

This project is an opportunity for students to develop and submit a relatively substantial 'mini thesis' or develop and document an applied social innovation project under the supervision of the unit coordinator.

The project topic will be developed in consultation with the unit coordinator, but the unit is *primarily* designed to enable the development of a topic in the field of social innovation. Each project should include a literature review that provides a comprehensive introduction to the topic proposed, and indicates an area in which further research is required (the research gap).

If the project is designed as an original research project, then this literature review should be followed by a description of the research methodology, and then a presentation of results followed by a discussion and references. The results can include, where appropriate, visual presentation of findings (e.g. in tables, diagrams or figures), but as a guide, the final submission should be presented in the manner of a formal journal article.

If the focus is on a applied social innovation project, the project should be developed as a report that includes a description of the context, the work undertaken, and the learnings/deliverables/recommendations that emerged from the process. In submitting the project for assessment, students are able (on consultation with their unit coordinator) to submit a blend of multi-media elements, face-to-face reports and written material.

This initial Assessment is merely 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 brief describing their progress, and have an in-person or Zoom meeting with their unit coordinator to discuss their progress.

Note that projects that require the collection of new data from either human or animal participants requires ethics approval. Low risk ethics approval processes usually take around 2 to 4 weeks to process, and students need to take this timescale into account in choosing a project. The unit coordinator will provide guidance on ethics application processes if required. Students planning a project that includes primary data collection should contact the unit coordinator in advance of the term commencement.

#### Assessment Due Date

Week 5 Friday (16 Aug 2019) 7:00 pm AEST

#### Return Date to Students

Week 6 Monday (26 Aug 2019)

Feedback will be emailed to students, and uploaded to Moodle.

#### Weighting

40%

## Assessment Criteria

See details in Assessment 2.

## Referencing Style

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

## Submission

Online

## Submission Instructions

Please submit through the Moodle site.

## 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 FINAL PROJECT SUBMISSION

## Assessment Type

Presentation and Written Assessment

## Task Description

See details in Assessment 1. Previous student projects have included small research projects, the description of grant application processes for a start-up, the creation of a small social innovation, and systematic literature reviews. As a general guide, total word count should not exceed 6,000 words for purely written submissions.

## Assessment Due Date

Week 12 Friday (11 Oct 2019) 7:00 pm AEST

Please submit through the Moodle site. Emailed submissions will not be accepted for the final project.

## Return Date to Students

Exam Week Friday (25 Oct 2019)

Feedback will be released through Feedback Studio on release of grades.

## Weighting

60%

## Assessment Criteria

### Assessment Criteria

**Impact (25%)** Does the topic address an area of significant interest (e.g. a research gap or a wicked problem)?

**Innovation (25%)** Does the student demonstrate the ability to add something novel to the project? Does the project offer new ideas, original analysis or add new knowledge?

**Research (25%)** Does the student show sufficient familiarity with, and understanding and critical appraisal of, the relevant literature? In particular, does the student show sufficient depth and breadth of understanding of social innovation, and how it applies to their topic?

Does the submission provide a reasonably comprehensive investigation of the topic?

Has/have the recommendation(s) and conclusion(s) been persuasively linked to the scholarly and other evidence provided?

Does the student show sufficient familiarity with, and understanding and critical appraisal of, the relevant sources on which the project is built? In particular, does the student show sufficient depth and breadth of understanding of either social innovation or another disciplinary background on which the project is based?

Has the student used (and demonstrated) appropriate methods in answering the research or project aims?

### Quality (25%)

Is the submission suitably and professionally set out and accompanied by adequate exposition and interpretation?

Are conclusions and implications appropriately developed and clearly linked to the nature and content of the project?

Is the quality of communication and general presentation of the submission of a suitably high standard? This criteria



includes referencing.

Are the sources of information/evidence credible, and have they been accurately represented in the delivered assessment materials?

Has/have the research or project question(s) or aim(s) or been responded to in a persuasive (or in the case of a research report) scholarly manner?

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

Please submit through the Moodle site. Emailed submissions will not be accepted for the final project.

### **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