



MGMT20142 Contemporary Issues in Entrepreneurship, Innovation and Sustainability

Term 1 - 2023

Profile information current as at 25/04/2024 03:22 pm

All details in this unit profile for MGMT20142 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

Sustainable entrepreneurship and innovation are processes that seek to exploit opportunities and develop effective, efficient, sustainable solutions to complex problems, and aims to improve business value, as well as addressing sustainability challenges. The unit will include contemporary social, environmental and economic sustainability problems. With a focus on action learning and case study analysis, you will develop the ability to explore entrepreneurial and innovation opportunities that address sustainability challenges in the ecosystem of contemporary enterprises. You will develop problem-solving skills using critical analysis in a practical context. Collaborative practices, such as design thinking, co-creation, and social innovation, will equip you to address sustainability challenges.

Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

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 - 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 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. **Written Assessment**

Weighting: 30%

2. **Group Work**

Weighting: 40%

3. **Written Assessment**

Weighting: 30%

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. Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability
2. Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges
3. Using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges
4. Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

N/A

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 30%	•		•	
2 - Group Work - 40%	•	•		•
3 - Written Assessment - 30%		•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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				

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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Tage Andersson Unit Coordinator
t.andersson@cqu.edu.au

Schedule

Week 1: Introduction to innovation, entrepreneurship and sustainability - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to innovation, entrepreneurship and sustainability	Moodle learning resources	Workshop

Week 2: Innovation and entrepreneurship versus UN sustainable development goals - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Innovation and entrepreneurship versus UN sustainable development goals	Moodle learning resources	Workshop

Week 3: Corporate innovation and entrepreneurship - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Corporate innovation and entrepreneurship	Moodle learning resources	Workshop

Week 4: Digital innovation and entrepreneurship - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Digital innovation and entrepreneurship	Moodle learning resources	Workshop

Week 5: Social and regional innovation and entrepreneurship - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Workshop

Social and regional innovation and entrepreneurship

Moodle learning resources

Synthesis of contemporary innovation, entrepreneurship and sustainability challenges Due: Week 5 Monday (3 Apr 2023) 11:45 pm AEST

Vacation Week - 10 Apr 2023

Module/Topic

Chapter

Events and Submissions/Topic

Take a break and get refreshed

Week 6: Design thinking, lean start-up, and business models - 17 Apr 2023

Module/Topic

Chapter

Events and Submissions/Topic

Design thinking, lean start-up, and business models

Moodle learning resources

Workshop

Week 7: Design thinking and systems thinking - 24 Apr 2023

Module/Topic

Chapter

Events and Submissions/Topic

Design thinking and systems thinking

Moodle learning resources

Workshop

Week 8: Design thinking and sustainability - 01 May 2023

Module/Topic

Chapter

Events and Submissions/Topic

Design thinking and sustainability

Moodle learning resources

Workshop

Critical analysis of an industry and the companies within it Due: Week 8 Friday (5 May 2023) 11:45 pm AEST

Week 9: Design thinking and digital transformation - 08 May 2023

Module/Topic

Chapter

Events and Submissions/Topic

Design thinking and digital transformation

Moodle learning resources

Workshop

Week 10: Design thinking and business ecosystems - 15 May 2023

Module/Topic

Chapter

Events and Submissions/Topic

Design thinking and business ecosystems

Moodle learning resources

Workshop

Week 11: Innovation vision and strategy - 22 May 2023

Module/Topic

Chapter

Events and Submissions/Topic

Innovation vision and strategy

Moodle learning resources

Workshop

Week 12: Self-reflection to capture learning - 29 May 2023

Module/Topic

Chapter

Events and Submissions/Topic

Self-reflection to capture learning

Moodle learning resources

Workshop

Entrepreneurial ecosystem analysis and recommendation Due: Week 12 Friday (2 June 2023) 11:45 pm AEST

Assessment Tasks

1 Synthesis of contemporary innovation, entrepreneurship and sustainability challenges

Assessment Type

Written Assessment

Task Description

This is an **individual assessment** and it focuses on two main learning objectives. Identify and critically discuss contemporary entrepreneurship, innovation, and sustainability issues from a selected industry perspective using academic and industry sources. Research the need for innovation and entrepreneurship to address the complexities of sustainability challenges.

You are required to develop a **short business report**, identifying, analysing and synthesising contemporary issues related to innovation, entrepreneurship and sustainability challenges. The report should build upon the information from the academic (e.g. research articles published in peer-reviewed journals) and practitioner (e.g. industry reports, webpages, magazines) literature about the issues. The total length of the report should not exceed **2000 words (+/- 10%)**, excluding the title page, reference list, table(s), figure(s), and appendices. Note that tables and figures are optional and should only be used if relevant and referred to in the body of the report. You must develop and submit this assessment in the short business report format. Assessment details and guidance will be provided on the unit website in Moodle and in class. You are strongly encouraged to discuss your assessment ideas and suggestions in class with fellow students and your local lecturer before you complete and submit the assessment.

Assessment Due Date

Week 5 Monday (3 Apr 2023) 11:45 pm AEST

In alignment with the CQUniversity Assessment Policy and Procedure, a late submission penalty of five percent of the total available marks for the assessment must be deducted for each full or part calendar day the assessment task is overdue.

Return Date to Students

Results and feedback will be made available on the unit website within 2 weeks.

Weighting

30%

Assessment Criteria

- Demonstrated understanding of the concept of entrepreneurship, innovation, and sustainability (10%).
- Evidence-based identification, discussion and synthesis of innovation and entrepreneurship practices to address the complexities of sustainability challenges (25%).
- Developed conclusion of the report (15%).
- Written communication skills, including choices made regarding appropriate report structure (introduction, body, conclusion) and use of formal tone, word choice, expression, grammar, punctuation and correct spelling using Australian English (20%).
- Used at least 10 references including academic (minimum 5) and practitioner supporting your argument (15%).
- Quality of references and their conformity to the CQU APA Referencing Guide (APA 7) (15%).

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability
- Using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges

2 Critical analysis of an industry and the companies within it

Assessment Type

Group Work

Task Description

This is a team **assessment** and it covers three main learning objectives. Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges. Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability. Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

In this assessment, you will be provided with the opportunity to choose team members and generate a team. Students who cannot choose the team members will be allocated to different teams by the unit coordinator. As a team, you are required to select an industry and then identify the contemporary sustainability issues affecting the industry. Next, you must select four companies in this industry and discuss their strategies to address these issues.

This assessment has two major parts:

Part B: Team Report (25%)

You are required to develop a **1,500-word (+/- 10%)** business report, offering critical analysis and discussion on the contemporary sustainability challenges faced by the industry and four companies. You can select any industry (e.g., food and beverage, chemical, mining, construction, etc) of your interest and four companies from the same industry. The business report must be submitted to the unit website in Moodle.

Part B: Team Presentation (15%)

Using Zoom, record a maximum **10-minute presentation** discussing contemporary sustainability issues affecting the industry and how companies in this industry address these issues. Each team member will be expected to present their aspects of the presentation in no more than 3-minutes. Your presentation must be delivered professionally and should be both creative and persuasive. Evidence supporting your ideas must be included in the notes section of your PowerPoint slides. The PowerPoint slides and the Zoom recording must be submitted to the unit website in Moodle.

Note:

Each team member needs to equally contribute to the team task; otherwise, the mark will not be allocated on an equal basis. You are expected to select a team leader and organise team meetings to develop consensus on the choice of industry and companies and the distribution of work among team members. After that, there needs to be regular communication, exchange of ideas, feedback and exchange of materials between the team members until the completion of the team report, as well as a PowerPoint presentation. In case of conflict on contributions within a team, the UC will decide the mark allocation through the evidence-based system for Self and Peer Assessment (SPA). Assessment details and guidance will be provided on the unit website in Moodle and in class. You are strongly encouraged to discuss your assessment ideas and suggestions in class with fellow students and your local lecturer before you complete and submit the assessment.

Assessment Due Date

Week 8 Friday (5 May 2023) 11:45 pm AEST

In alignment with the CQUniversity Assessment Policy and Procedure, a late submission penalty of five percent of the total available marks for the assessment must be deducted for each full or part calendar day the assessment task is overdue.

Return Date to Students

Results and feedback will be made available on the unit website within 2 weeks.

Weighting

40%

Assessment Criteria

Part A: Team Report

- Effective explanation of sustainability challenges faced by the industry (25%).
- Critical analysis and discussion of sustainability challenges faced by companies within the industry (30%).
- Linkage of companies and industry challenges: Whether and how challenges faced by the companies differ or resemble the industry challenges? (20%)
- At least 8 peer-reviewed articles, following CQU APA Style Guide (15%).
- Quality of written communication (10%).

Part B: Team Presentation

- Clear and succinct presentation of key sustainability challenges facing the industry (20%).
- Presented concise sustainably related challenges faced by four companies within the selected industry (25%).
- Presented measures/strategies to address the identified issues of sustainability (20%).
- Shown evidence (references where needed) that they have done background research to inform the contents of the presentation (15%).
- Exhibited visual and oral communication skills to clearly explain their insights (10%).
- An Appropriate number of slides and time management to communicate the message (10%).

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online Group

Learning Outcomes Assessed

- Identify and critically discuss contemporary issues in entrepreneurship, innovation and sustainability
- Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges

- Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

3 Entrepreneurial ecosystem analysis and recommendation

Assessment Type

Written Assessment

Task Description

This is an **individual assessment** and focuses on three main learning objectives: Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges; using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges; critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

Building upon your knowledge and work from the group assessment, you are required to select one company from the chosen industry and then further delve into issues of innovation and sustainability in the entrepreneurial ecosystem and propose workable recommendations. The required length for this assessment is **2,000 words (+/- 10%)**. The word count includes the text from the introduction to the conclusion/recommendations sections. The assessment should be submitted in a business report format.

Assessment details and guidance will be provided on the unit website in Moodle and in class. You are strongly encouraged to discuss your assessment ideas and suggestions in class with fellow students and your local lecturer before you complete and submit the assessment.

Assessment Due Date

Week 12 Friday (2 June 2023) 11:45 pm AEST

In alignment with the CQUniversity Assessment Policy and Procedure, a late submission penalty of five percent of the total available marks for the assessment must be deducted for each full or part calendar day the assessment task is overdue.

Return Date to Students

Results and feedback will be made available on the unit website on Certification of Grades day Friday 7 July 2023.

Weighting

30%

Assessment Criteria

- Provided a clear and concise introduction and the rationale behind the choice of the enterprise/company from the industry (25%).
- Discussed the contemporary issues of innovation and sustainability faced by the selected enterprise (30%).
- Developed the linkage of these issues across the entrepreneurial ecosystem of the selected enterprise (20%).
- Proposed workable recommendations to deal with the issues (15%).
- Presented appropriate level of written communication skills and used at least 10 peer-reviewed journal articles following the APA Style Guide of CQU (10%).

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please submit your assessment in the Moodle

Learning Outcomes Assessed

- Understand and use collaborative processes to explore entrepreneurship or innovation opportunities to address sustainability challenges
- Using academic and industry sources, research the need for entrepreneurship and innovation to address the complexities of sustainability challenges
- Critically analyse and formulate strategies to exploit sustainable entrepreneurial and innovation opportunities in the ecosystem of a contemporary enterprise.

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