

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# MGMT20143 *Think Big*

## Term 3 - 2021

Profile information current as at 20/04/2024 11:10 am

All details in this unit profile for MGMT20143 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

Think Big is a unit about generating, developing, and evaluating ideas for the introduction of innovative and viable new ventures. Think Big entails a process of discovery designed to develop creation of dynamic and impactful enterprises. You will learn about innovative business concepts and the design of performance-differentiating business models. The unit will assist you to generate new marketable ideas and develop skills in innovative thinking, and market assessment in digital, commercial, service and social contexts. This unit will also introduce you to the concept of ideation and horizon thinking, and explore how creative and innovative ideas are generated through teamwork and by brainstorming or workshopping ideas. You will be able to apply the principles of lean entrepreneurship and appreciate what is involved when starting a business or a social enterprise, as well as how to pitch business ideas to potential investors as part of an entrepreneurial team. The unit has a strong practice and market disruption focus.

### 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 3 - 2021

No offerings for MGMT20143

### 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. **Practical Assessment**

Weighting: 30%

#### 2. **Practical Assessment**

Weighting: 30%

#### 3. **Presentation and Written Assessment**

Weighting: 40%

### 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 Unit Evaluation

**Feedback**

The lecture has been interesting.

**Recommendation**

Relevance of topical business activity, such as Afterpay, allowed tracking of these through the Term as each weekly topic was discussed. Continuing this approach is recommended to engage students in the relevance of concepts covered in the unit.

#### Feedback from Unit Evaluation

**Feedback**

Interactive learning with our tutor who is knowledgeable of the subject is indeed a great experience.

**Recommendation**

It is important that each student is able to contribute their insights to the discussion of material presented each week. This enriches and enlivens the discussions. Continuing a respectful engagement and encouragement of students facilitates this outcome.

#### Feedback from Unit Evaluation

**Feedback**

It has very practical information in this unit

**Recommendation**

Discerning how best to approach a new venture idea can be challenging. Application of relevant frameworks can reduce the complexity through the insights that these can provide to real-life situations. This approach will continue to be used, with topical examples used to highlight the relevant insights.

#### Feedback from Unit Evaluation

**Feedback**

I enjoyed coming up with my own business idea

**Recommendation**

This is a key outcome that the unit seeks to facilitate. Using the unit to thoroughly evaluate an idea and the launch tasks provides deep learning and a potential life-changing benefit. It will be important to initiate this mindset at the commencement of each Term and to maintain it through application to weekly content.

#### Feedback from SUTE

**Feedback**

The workshop gave me some ideas to develop my assessments. However, it can be improved with more detailed development of the assessment or detailed individual feedback of the assessment.

**Recommendation**

The development of critical thinking skills is one of the important graduate attributes we seek to cultivate at CQU. Utilising the detailed assessment rubrics will facilitate the questioning that students can raise in workshops. The value of working on assignments as each weekly topic is covered, provides an opportunity to consider the deeper perspectives that might apply to the task. Feedback provided on assignments uses these same marking rubrics, with constructive comments provided as well as affirmation of good work.

## Unit Learning Outcomes

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

1. Develop, through independent research, an advanced and integrated understanding of the key concepts of innovation, business models, and new ventures in commercial, digital, service, and social contexts
2. Critically analyse cases of disruptive innovation by applying lean entrepreneurship principles
3. Generate, evaluate and communicate creative ideas for new ventures to a variety of audiences
4. Research and apply established theories related to ideation processes, business model design principles, and forecasting
5. Critically discuss and reflect on the technical, financial, and organisational constraints for innovative new ventures.

nil

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Practical Assessment - 30%	•	•			•
2 - Practical Assessment - 30%	•	•	•	•	
3 - Presentation and Written Assessment - 40%			•	•	•

### 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 - Practical Assessment - 30%	◦		◦	◦		◦		
2 - Practical Assessment - 30%	◦	◦	◦	◦		◦		
3 - Presentation and Written Assessment - 40%	◦	◦	◦	◦		◦		

## 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

Information for Referencing Style has not been released yet.

This unit profile has not yet been finalised.

## Teaching Contacts

Information for Teaching Contacts has not been released yet.

This unit profile has not yet been finalised.

## Schedule

Information for Schedule has not been released yet.

This unit profile has not yet been finalised.

## Assessment Tasks

Information for Assessment Tasks has not been released yet.

This unit profile has not yet been finalised.

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.