

## **SBM3301 Entrepreneurship and Innovation**

### **Unit Description**

This unit focuses on entrepreneurship, creativity and innovation as prevailing culture and means of achieving breakthrough solutions in terms of customer and stakeholders' needs and community welfare. Innovation, new insights and creative abilities are fundamental to the success of organisation.

The areas of study under focus include:

- Identifying opportunities for innovation and targeting areas that the organisation can be, or is required to be, good at.
- Promoting and facilitating a culture of Entrepreneurship and Innovation.
- Recognising and promoting the importance of professionalism (a culture of discipline and ethics).
- Leveraging new technology as an integral part of the business, process and product delivery models.
- Development and realisation of sound business plans, including effective management of processes for employee innovation, product/process innovation, business formulation and entrepreneurship building in means of continuous improvement.

### **Unit Learning Outcomes (ULOs)**

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

- [ULO1] Demonstrate an understanding of the importance of entrepreneurship and innovation to economies and society.
- [ULO2] Identify and assess the qualities of successful entrepreneurs.
- [ULO3] Critique new business ideas and ventures.
- [ULO4] Describe and discuss the legal issues and risks associated with new business ventures.
- [ULO5] Identify and critically assess how governments might create a business climate in which innovation can flourish.

### **Summary**

Credit Points	6
Courses	BBUS
Total Credit Points	BBUS: 144 credit points
Pre-Requisites	N/A
Co-Requisites	N/A
Other Requirements	N/A
Unit Level	Core
Duration	14 weeks (12 teaching weeks; 1 study week; 1 final assessment week)
Mode of Delivery	On-campus
Assessment	Debate: 10%; Midterm test: 20%; Project report: 30%; Final Exam: 40%
Prescribed Textbook	Kuratko, D.F. (2017). Entrepreneurship: Theory, Process and Practice (10th ed.). Australia: Cengage Learning.

Expected student  
workload

Students should expect to spend approximately 8.5 hours per week over 12 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, and preparing assessments.

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