

Unit of Study Guide: BUS2007: Entrepreneurship and Innovation

Trimester 3, 2022

Overview

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.

Course(s)	Diploma of Business (DipBUS) Bachelor of Business (BBUS) Diploma of Business Information Systems (DipBIS) Bachelor of Business Information Systems (BBIS)
Credit Points	6 Credit points
Duration	12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)
Level	Undergraduate Introductory
Student Workload	Students should expect to spend approximately 10 hours per week over 12 weeks (totalling approximately 120 hours) on learning activities for this unit.
Mode(s) of Delivery	On campus, Blended
Pre-Requisites	N/A
Unit Coordinator	As per current timetable
Contact Information	Consultation: 1 hour scheduled session

Unit Learning Outcomes

On successful completion of this units, 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.
- ULO4. Identify and critically assess how governments might create a business climate in which innovation can flourish.

Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

Week	Topic
Week 1	Introduction to unit and Entrepreneurship: Evolutionary Development— Revolutionary Impact
Week 2	The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics
Week 3	The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship
Week 4	Social Entrepreneurship and the Global Environment for Entrepreneurship
Week 5	Innovation: The Creative Pursuit of Ideas
Week 6	Sources of Capital for Entrepreneurial Ventures
Week 7	Legal Challenges for Entrepreneurial Ventures
Week 8	Marketing Challenges for Entrepreneurial Ventures
Week 9	Developing an Effective Business Plan
Week 10	Review and revision – W1 TO W9 Session – Including the discussion forum activities.
Week 11	STUDY WEEK including the verbal presentation in W11 & W12
Week 12	ASSESSMENT – Verbal Presentation in Zoom Class room

Assessments






1. All assessments are compulsory.
2. To pass the unit students must:
 - achieve a total of 50% or more of marks offered; and
 - pass all individual invigilated assessments; and
 - have attempted all assessments.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

3. The Board of Examiners may grant a supplementary assessment where a student:
- achieves a total of 45% or more; and
 - has passed all individual invigilated assessments in the unit; and
 - has attempted all assessments; and
 - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline?

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).
5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Task	Type	Weight	Length	Due	ULOs Assessed
Assessment 1: In class - Critical Analysis Activities Weekly in class activities consisting of short questions and practical application of the scenario discussions.	Individual  Invigilated 	40%	250-300 words per activity	Week 2 Week 4 Week 6 Week 8	ULO1, ULO2, ULO3, ULO4
Assessment 2: Business Project Students are expected to prepare a new business venture model by taking into consideration internal and external analysis of the business. Develop and launch an innovation strategy based on SWOT analysis undertaken in Business Project	Group 	40%	2000-2500 words	Week 10	ULO1, ULO2, ULO3, ULO4
Assessment 3: Presentation Students are required to present the successful entrepreneur venture with recommendation on innovation strategy including self-reflection discussion.	Individual  Invigilated 	20%	15 mins (equiv. 500 words)	Week 11&12	ULO1, ULO2, ULO3, ULO4

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

Prescribed text(s):

Kuratko, DF 2017, *Entrepreneurship: Theory, process, practice*, 10th edn, Cengage Learning, Boston, MA.

Recommended Readings:

Corrales-Estrada, M (ed) 2019, *Innovation and Entrepreneurship: A new mindset for emerging markets*, Emerald Publishing, United Kingdom.

Schutte, F & Mberi, F 2020, 'Resilience as Survival Trait for Start-Up Entrepreneurs', *Academy of Entrepreneurship Journal*, vol. 26, no. 1, pp. 1-15.

Lunenburg, vM, Geuijen, K & Meijer, A 2020, 'How and Why Do Social and Sustainable Initiatives Scale? A Systematic Review of the Literature on Social Entrepreneurship and Grassroots Innovation', *Voluntas*, vol. 31, no. 5, pp. 1013-1024.

Other Recommended Resources:

Entrepreneurship database: Basic Search - Entrepreneurship Database - ProQuest

Academic Integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

Other Important Information and Links

<p>Special consideration</p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the Assessment Policy for further details.</p>	<p>Late submission</p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the Assessment Policy for information about late submission.</p>
<p>Assessment appeals</p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the Assessment Policy for further details.</p>	<p>Award of grades</p> <p>APIC awards common result grades, set out in the Award of Grade Policy.</p>

<p>Expectations of student conduct</p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the Student Code of Conduct.</p>	<p>Study resources</p> <p>APIC Library and Student Learning Support resources and services can be accessed via the Student Lounge or your Dashboard on the OLS (Canvas).</p>
<p>Student Services</p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the Student Services page on the OLS (Canvas).</p>	<p>Key dates</p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the Academic Calendar section of the APIC website.</p>

Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 12/09/2022.