

Course Outline (Higher Education)

School:	Federation Business School
Course Title:	ENTREPRENEURSHIP
Course ID:	BSMAN3004
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080307

Description of the Course :

This course describes the skills, knowledge and values required to develop an understanding of the role and function of the entrepreneur in a range of organisations. Students will use the learning materials to develop an understanding of the principles and foundations of entrepreneurship, the nature and role of entrepreneurial function in a business/organisational context and to learn strategies and tactics that can be used to improve the probability of new venture success. Students will learn the industrial, legal, financial and technical formalities associated with the commencement of new ventures, and develop skills to understand the application of entrepreneurship to a designated industry sector. Students will also learn to apply the principles of entrepreneurship to judge the feasibility of a recognised opportunity, and choose appropriate methodologies to formulate and present a business plan for a new venture

Grade Scheme: Graded (HD, D, C, etc.)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:**Knowledge:**

- K1.** Identify and interpret the role and contexts of entrepreneurial activity in society
- K2.** Define entrepreneurial goals and evaluate the boundaries of entrepreneurial action
- K3.** Evaluate the critical dimensions of entrepreneurship evaluating why entrepreneurs start new ventures and the assistance needed from external sources in business start-up
- K4.** Determine the elements of business development in an entrepreneurial context applying frameworks to business potential.
- K5.** Review the criteria and formalities associated with the commencement of new ventures

Skills:

- S1.** Communicate the entrepreneurial aspects with reference to commercial enterprises, not-for profit organisations, government or individuals.
- S2.** Define the critical factors in the formation of a successful entrepreneurial enterprise.
- S3.** Appraise entrepreneurial theories to business contexts for the development of a new venture.
- S4.** Examine and explain the critical frameworks leading to successful new venture creation.

Application of knowledge and skills:

- A1.** Investigate and present results from an entrepreneurial context.
- A2.** Use initiative and judgment applying frameworks and strategies to formulate and present an entrepreneurial business plan for a new venture.
- A3.** Examine the evaluation process in an entrepreneurial context.
- A4.** Undertake an assessment task recalling and applying theoretical examples from entrepreneurial scenarios.

Course Content:

This course describes the skills, knowledge and values required to develop a foundational understanding of entrepreneurship. It introduces students to the nature and role of the entrepreneur in a range of industry sectors and strategies and tactics that could be used to improve the probability of new venture success. Students will understand the new venture cycle and the entrepreneurial cycle from conception to reality. The course deals with the strategic management of the entrepreneurial venture and the technical, legal, financial and administrative formalities associated with the commencement of a new venture.

Values:

- V1.** appreciate the role of the entrepreneurial function within a range of industries
- V2.** appreciate the nature and role of entrepreneurial function within a selected industry
- V3.** identify legal, technical, financial and industrial requirements when planning a new venture
- V4.** accept for the need for a planned process during the development of a new venture

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program

progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K3, K4, K5, S2, S3, A2	A	AT1, AT2, AT3	A
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K3, K4, S2, S3, A1, A2	A	AT2, AT3	A
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K1, K3, S1, S2, S4, A2, A4	A	AT1, AT2, AT3	A
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K1, K2, K4, S1, S4, A1, A2, A4	A	AT1, AT2, AT3	A
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K4, K5, S2, S4, A2, A3	A	AT2, AT3	A

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, S1, S2, A1	Demonstrate understanding of the application of entrepreneurship to a designated industry sector,	Individual research assignment/ Essay/ Report/ Portfolio	20% - 30%
K1, K2, K3, K4, S2, S3, S4 A2, A3	Develop a business plan for a new venture applying principles of entrepreneurship.	Individual project/ Essay/ Report/ Presentation	40% - 50%
K5, S3, S4 A3, A4	Test/Final Assessment in which students demonstrate applied understanding of the fundamentals and theories learnt through workshops, learning materials, online discussion and readings.	Test/Final Assessment	30% - 40%

Adopted Reference Style:

APA