

# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	INNOVATION AND ENTREPRENEURSHIP
<b>Course ID:</b>	BUMGT5977
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080399

## Description of the Course :

This course aims to develop students' creative, strategic, and interpersonal capabilities to successfully launch new innovations within existing companies and to create and grow entrepreneurial initiatives from scratch. The course is designed to be highly interactive and hands-on, with an emphasis on collaboration and real-world engagement. Guest speakers from local industries and enterprises will provide personal insights into the approaches, motivations, and resources that have served their own entrepreneurial journeys. Students will unpack case studies and situational problems in order to link theoretical models with the dynamism of innovation processes. The course also explores the emerging field of social entrepreneurship to discover its potential as a vehicle for positive social impact and how it is being applied by organisations across all sectors. Facilitated group work will encourage students to collectively initiate and test new value propositions as they plan an entrepreneurial venture. Reflexive exercises will support students to contemplate what inspires them, to develop greater self-understanding into their own purpose, and to adopt a systems lens to unpack complex challenges in new ways.

**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.** Critically examine the theoretical and practical underpinnings of innovation and entrepreneurship
- K2.** Recognise the different forms of entrepreneurship, including private, social, civic and intrapreneurship
- K3.** Evaluate the context, principles and conceptual frameworks used in developing new innovations and launching successful entrepreneurial activities
- K4.** Appraise and interpret the impact of innovation and entrepreneurship in society
- K5.** Detect the social and ecological impacts of entrepreneurial change, including the potential of social innovation and entrepreneurship for solving complex social and environmental problems

#### Skills:

- S1.** Analyse and critically evaluate the role of innovation and entrepreneurship across the spectrum of organisational environments
- S2.** Assess the sequences of innovation for new venture creation in a diverse range of contexts
- S3.** Investigate and synthesise innovation and entrepreneurial strategies for facilitating entrepreneurial action and opportunities
- S4.** Reflect critically on one's own personal qualities for entrepreneurial success and the value of entrepreneurial feasibility, planning and assessment
- S5.** Propose in written and/or oral form entrepreneurial business strategies

#### Application of knowledge and skills:

- A1.** Investigate, analyse and articulate the results from an entrepreneurial context
- A2.** With high level personal autonomy and accountability, demonstrate critical thinking and judgment individually or collaboratively in applying business scenarios from an entrepreneurial perspective

#### Course Content:

The course may consist of the following broad topics:

#### Topics may include:

- The nature of innovation and entrepreneurship
- Innovation processes and systems thinking
- Harnessing your entrepreneurial / intrapreneurial mindset
- Developing novel solutions for 'wicked' problems in a globalized world
- New venture development: opportunity identification, evaluation and exploitation
- Research and marketing for new ventures
- Financing of new ventures
- Managing growth, harvest and transition
- Adaptive capacities and failure
- Entrepreneurial leadership and fostering innovative organisations

**Values:**

- V1.** Adopt an 'entrepreneurial' mindset
- V2.** Value the creative and critical dimensions of innovation and entrepreneurship
- V3.** Appreciate the practical processes involved in new venture creation
- V4.** Demonstrate awareness of social and ecological sustainability

**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.	K1, K2, K3, K4, K5, S1, S2, S3 A1	A	AT1, AT2	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.	K1, K3, K4, K5, S1, S2, S4, S5	B, B	AT1, AT3	B
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, K2, K3, K4, S1, S2, S3 A1, A2	N/A	AT1, AT2, AT3	B
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, K3, K4, K5, S1, S2, S4 A1, A2	N/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.	K1, K2, K3, K4, K5, S1, S2, S3 S5, A1, A2	N/A	AT1, AT2, AT3	A

**Learning Task and Assessment:**

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K4, K5, S1, S2, A2	Critique of entrepreneurial activities based on workshop cases	Assignment	20-30%
K3, K5, S1, S2, S3, S5, A1, A2	New venture development and pitch	Report and presentation	40-60%
K1, K2, K3, K4, K5, S4, A2	Critical reflection on the innovation process	Critical commentary	20-30%

**Adopted Reference Style:**

APA