

**School / Faculty:** Federation Business School

**Course Title:** ENTREPRENEURIAL BUSINESS PLANNING

**Course ID:** BUENT3733

**Credit Points:** 15.00

**Prerequisite(s):** BUENT3735, BUMGT2614, and BUACC1508

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080399

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

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

**Learning Outcomes:**

**Knowledge:**

- K1.** Define the theories and practice of innovation and enterprise which assists the creation of new ventures
- K2.** Evaluate the need for (and balance between) vision, innovation and analysis in establishing entrepreneurial businesses
- K3.** Distinguish the key aspects of intellectual property, assets and commercialisation strategies for the purpose of entrepreneurial ventures
- K4.** Appraise the resources and financial aspects of new ventures, evaluating feasibility in fulfilling organisational requirements
- K5.** Evaluate the role of suppliers competitors and financiers

**Skills:**

- S1.** Analyse elements of entrepreneurship and identify new venture opportunities
- S2.** Generate and evaluate entrepreneurial strategies for facilitating entrepreneurial action and the exploitation of opportunities
- S3.** Recognise and interpret the methods and value of financial appraisal and project management in developing a commercially credible business

# Course Outline (Higher Education)

BUENT3733 ENTREPRENEURIAL BUSINESS PLANNING

- S4.** Transfer the action planning on new ventures solution to others through written and/or oral communication

## **Application of knowledge and skills:**

- A1.** Demonstrate judgment in applying an entrepreneurial perspective to investigate new business opportunities
- A2.** Combine entrepreneurial knowledge and skills which can be translated directly into a realistic business proposal
- A3.** Confidently articulate outcomes in written and oral form, translating skills achieved in developing an entrepreneurial business proposal into a viable enterprise
- A4.** Setting up an entrepreneurial team and management structure to implement both technical and business plans

## **Course Content:**

Topics may include:

- Industry and the competitive environment
- Technical and financial feasibility processes
- Marketing strategies for the venture
- Financial planning of the new venture
- Capturing value: Intellectual property, complementary assets, external linkages and raising finance
- Organising for innovation: managing the internal process, building capability, developing effective marketing, and applying (where appropriate) business excellence framework or balance scorecard
- Business plans needed to encompass all the above elements.

## **Values and Graduate Attributes:**

### **Values:**

- V1.** Understand uncertainty and risk taking
- V2.** Appreciate for yourself and engender in others the innovation process under uncertainty
- V3.** Value the entrepreneurial attitudes, persistence and positive thinking
- V4.** Respect the need for collaboration in business
- V5.** Appreciate the ethical dimensions of entrepreneurship

### **Graduate Attributes:**

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

# Course Outline (Higher Education)

BUENT3733 ENTREPRENEURIAL BUSINESS PLANNING

Attribute	Brief Description	Focus
Knowledge, skills and competence	This course encourages students to expand their knowledge in the field of entrepreneurship developing skills, motivation and confidence to engage in continuous learning of an ever changing world.	High
Critical, creative and enquiring learners	The course work will encourage confidence, capability and assurance increasing the student's abilities leading to independent learning.	Medium
Capable, flexible and work ready	Students will engage with, contemporary social and cultural issues and aspire to make meaningful contributions which prepares them for career and community engagement.	Medium
Responsible, ethical and engaged citizens	In-class exercises and assignments are used to reinforce the need for ethical entrepreneurial practices and developing corporate social responsibility.	Medium

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1 S1 A1	New venture proposal presented to class on technical feasibility	Oral Presentation	10-20%
K1,K2,K3 S1,S2,S3 A1,A3	Oral presentation of the market feasibility of the project, based on the draft marketing plan.	Oral Report	10-30%
K1,K2,K3,K4,K5 S1,S2,S3,S4 A1,A2,A3	Written investigation, analysis, research, and action planning on new venture and presentation 'pitching' the written business plan for funding.	Business Plan and Oral Briefing	50-80%

## Adopted Reference Style:

APA