



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	ENTREPRENEURSHIP AND NEW VENTURE CREATION
Course ID:	BUENT3735
Credit Points:	15.00
Prerequisite(s):	(At least 90 credit points from FBS subject-area at any level)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	089999

Description of the Course :

This course aims to develop an appreciation and understanding of the role of the entrepreneur in creating value by innovation for a business and society. The elements that make up success and failure in innovation are examined. These elements relate to the role that the entrepreneur plays in coordinating the business venture (planning) and in the process of handling uncertainty that innovation entails. Students take creatively developed opportunities and subject them to strict technical and commercial feasibility tests to uncover any possible fatal flaws.

Entrepreneurs in various forms of business situations will be examined, including gaining finance, obtaining public sector support or private sector advice. How entrepreneurs innovate and then make the appropriate investment decisions are the crucial issues in commercialising innovation.

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

On successful completion of the course the students are expected to be able to:

Knowledge:

- K1.** Identify and interpret the role and contexts on which entrepreneurs act ethically in society
- K2.** Define entrepreneurial goals and evaluate the boundaries of entrepreneurial action
- K3.** Assess the critical dimensions of entrepreneurship, evaluating why entrepreneurs start new ventures
- K4.** Define the critical factors in assessing the basis of an innovation becoming a successful enterprise
- K5.** Critically evaluate the process of producing a professional entrepreneurial evaluation report

Skills:

- S1.** Communicate the entrepreneurial aspects with reference to commercial enterprises, social enterprises, not-for profit organisations, government or individuals
- S2.** Determine the elements of business assessment in an entrepreneurial context applying frameworks for evaluating business potential
- S3.** Apply entrepreneurial theories to business contexts for the evaluation of new ventures
- S4.** Examine and explain the critical framework for analysing a new venture
- S5.** Interpret the process of entrepreneurial business evaluation through reflective practice

Application of knowledge and skills:

- A1.** Investigate and present results from an entrepreneurial context
- A2.** Use initiative and judgment in evaluating entrepreneurial planning frameworks individually or collaboratively, applying academic report writing skills to articulate results
- A3.** Critically examine the evaluation process in an entrepreneurial context

Course Content:

The course will consist of the following broad topics:

- Evaluating entrepreneurial ideas
- The entrepreneurial process
- Recognising and assessing the financial requirements of new ventures
- Intellectual property protection
- Evaluating an entrepreneurial business plan
- The entrepreneur, the team and the organisation
- Going beyond business start up

Values:

This course will help students to develop values and attributes that will enable them to:

- V1.** Adopt an entrepreneurial view of business
- V2.** Value the creative and critical interpretation of entrepreneurial activities
- V3.** Appreciate the ethical and legal dimensions of entrepreneurship
- V4.** Show understanding for 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, K3, K5, S4, S5, A3	A	AT3	B
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.	K2, K4, S2, A1, A1	B	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	B	AT1, AT3	C
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.	S1, S4, A1, A2	A	AT1, AT3	C
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.	K2, K3	B	AT3	C

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K2,K3,K4 S1 A1	Short written paper on workshop case studies and oral presentation	Assignment and presentation	20-40%
K1,K2,K3,K4 S1	Individual assessment on related readings and workshop activities	Test	10-20%
K2,K3,K4,K5 S2,S3,S4,S5 A2,A3	Evaluation of a business plan and reflection on the process	Report and Critical Commentary	40-70%

Adopted Reference Style:

APA