

School / Faculty: Federation Business School

Course Title: ENTREPRENEURSHIP

Course ID: BUENT6928

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080301

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

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Examine the theoretical and conceptual underpinnings of entrepreneurship
- K2.** Recognise the different forms of entrepreneurship, private, social, civic and intrapreneurship
- K3.** Evaluate the context, principles and conceptual frameworks used in establishing successfully entrepreneurial activities
- K4.** Appraise and interpret the impact of an entrepreneur’s role in society, assessing the determinants facilitating entrepreneurial change
- K5.** Detect the social and ecological impacts of entrepreneurial change

Skills:

- S1.** Analyse and critically evaluate the role of entrepreneurs across the spectrum of business environments
- S2.** Assess the sequences of innovation for new venture creation in a diverse range of contexts
- S3.** Investigate and synthesise entrepreneurial strategies for facilitating entrepreneurial action and opportunities
- S4.** Reflect critically on the methods and value of entrepreneurial feasibility, planning and assessment
- S5.** Communicate outcomes of in written and/or oral form from the evaluation of entrepreneurial business strategies

Course Outline (Higher Education)

BUENT6928 ENTREPRENEURSHIP

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:

Topics may include:

- Nature of Entrepreneurship and the New Venture: The Entrepreneurial Perspective
- The Innovation Process: Creativity and Innovation
- Entrepreneurship and Society
- Entrepreneurship and the Legal Perspective
- Enterprise Development
- Preparing and Assessing a Business Plan
- Opportunities, Failures and the Environment
- Research and Marketing for New Ventures
- Financing of New Ventures
- Managing Growth, Harvest and Transition
- Globalisation and Entrepreneurship

Values and Graduate Attributes:

Values:

- V1.** Adopt an 'entrepreneurial' view of business
- V2.** Value the creative and critical evaluation of entrepreneurial activities
- V3.** Appreciate the ethical and legal dimensions of entrepreneurship
- V4.** Demonstrate awareness for social and ecological sustainability

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)

BUENT6928 ENTREPRENEURSHIP

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual or group in-class exercises will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current entrepreneurial developments.	High
Critical, creative and enquiring learners	Presentation to the class of responses to the in-class exercises will help build their confidence in presenting to a mixed audience and they will also gain assurance that their work is of a sufficient quality.	Medium
Capable, flexible and work ready	Group work reinforces the importance of contributing to and collaborating with a diverse student cohort 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 management.	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K3,K5 S1,S2, A1	Critical paper on entrepreneurial activities based on workshop cases	Assignment and presentation	20-30%
K1,K2,K3 S1,S2 A1	Test on the theory and practice of entrepreneurship	Test	20-30%
K2,K3,K4,K5 S2,S3,S4,S5 A1,A2	Critical evaluation of a business plan and reflection on the process	Report and Critical Commentary	40-60%

Adopted Reference Style:

APA