

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: INNOVATION AND ENTREPRENEURSHIP

Unit ID: BUMGT5977

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080399

Description of the Unit:

This unit 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 unit 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 unit 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, P, MF, F, XF)

Work Experience:

Not wholly work experience: Student is not undertaking work experience in industry or student is undertaking work experience in industry where learning and performance is directed by the provider.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final

mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	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

Unit Content:

The unit 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

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment 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

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)