

CMN101 Introduction to Creative Entrepreneurship

School: School of Business and Creative Industries

2026 Trimester 1

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course introduces you to Creative Entrepreneurship, which drives exciting and sustainable careers and enterprises in the communications and creative industries. You will be introduced to various models of creative entrepreneurship, and you will learn how values can define your communication and creative practice. You will explore these through an analytical case study, by examining industry opportunities, and through a collaborative presentation. This course provides you with foundational skills to launch a contemporary career in the communications and creative industries.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

Elements of creative entrepreneurship
First Nations entrepreneurship
The importance of value in entrepreneurial endeavors
Examples of enterprise
Critical issues: theory and practice

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Education for Sustainable Development Goals
1 Analyse and evaluate entrepreneurship in the context of communications, design or creative industries.	Knowledgeable Creative and critical thinker	4.2.4, 8.1.5
2 Apply theory, regulations and practice to an enterprise in their field.	Knowledgeable Creative and critical thinker	8.1.5, 8.3.3
3 Understand the importance of 'value' in creative entrepreneurship.	Knowledgeable Empowered	4.2.4, 8.1.5, 8.3.3
4 Demonstrate a deep understanding of the role of the communications and creative practitioner as an entrepreneur.	Engaged	8.1.5, 8.3.3, 8.3.4
5 Apply written, visual and presentation skills to creative academic contexts.	Empowered	8.3.3

* Competencies by Professional Body

CODE	COMPETENCY
EDUCATION FOR SUSTAINABLE DEVELOPMENT GOALS	
4.2.4	The learner is able to recognize the importance of their own skills for improving their life, in particular for employment and entrepreneurship.
8.1.5	The learner understands how innovation, entrepreneurship and new job creation can contribute to decent work and a sustainability-driven economy and to the decoupling of economic growth from the impacts of natural hazards and environmental degradation.
8.3.3	The learner is able to develop and evaluate ideas for sustainability-driven innovation and entrepreneurship.
8.3.4	The learner is able to plan and implement entrepreneurial projects.

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Structured time is provided in your workshops to prepare your assignments. During this time you can discuss drafts of your assignments and receive guidance and feedback from your tutor.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Case Study	Individual	25%	1000 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Group	40%	5-7 minute group presentation + 1000 word document + visual content such as video, illustrations, images, graphs, presented in traditional document or digital document format.	Week 8	In Class
All	3	Artefact - Professional, and Written Piece	Individual	35%	1200 words	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Case Study

GOAL:	For this task you will investigate and analyse an Australian First Nations enterprise. You will provide a researched account of the enterprise's journey in terms of how they have innovated in product, service, or business model, with specific reference to the values embodied in the enterprise.																
PRODUCT:	Case Study																
AUTHORSHIP STATEMENT:																	
FORMAT:	This is an individual written task of 1000 words. Students will bring a draft of their assignment to the Week 4 workshop for discussion and receive tutor and peer feedback.																
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Application of the framework of 'value' in creative entrepreneurship</td> <td>2 3</td> </tr> <tr> <td>2</td> <td>Evaluation of research and framework</td> <td>1 3</td> </tr> <tr> <td>3</td> <td>Description of qualities and characteristics of innovation and entrepreneurship</td> <td>1 3 4</td> </tr> <tr> <td>4</td> <td>Demonstration of clear, logical document structure including academic writing and referencing</td> <td>5</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Application of the framework of 'value' in creative entrepreneurship	2 3	2	Evaluation of research and framework	1 3	3	Description of qualities and characteristics of innovation and entrepreneurship	1 3 4	4	Demonstration of clear, logical document structure including academic writing and referencing	5	
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GENERIC SKILLS:	Problem solving, Organisation, Information literacy																

All - Assessment Task 2: Enterprise evaluation + Seminar

GOAL:	<p>The goal of task two is to work in groups of 3-4 to examine and evaluate an enterprise in your field or discipline with reference to the key theoretical concepts that will be presented throughout the course. The task will include a researched analysis of the current field or profession, and an evaluation about how the enterprise has responded to a need or gap. Your assignment will demonstrate an understanding of value creation in the group's chosen field of practice. You will submit the assignment in written report format (traditional document or digital document), as well as present a 5-7 minute group seminar about the enterprise to the class. Groups will be scheduled to present from Week 8 to Week 10.</p> <p>30% of this task is allocated to group work, 10% for individual contribution.</p>																						
PRODUCT:	Oral and Written Piece																						
AUTHORSHIP STATEMENT:																							
FORMAT:	This is a group project that examines - in depth - an entrepreneurial enterprise within your field or industry. A written document (traditional or digital) and a group presentation are required.																						
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GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy																						

All - Assessment Task 3: Response to industry opportunity or issue

GOAL:	For this assessment task, you will prepare a formal, creative and analytical response to an industry or community opportunity or issue of 1200 words (or equivalent). You will select one topic from a selection provided to you. Your response will be informed by the theoretical and practical content discussed in the course, using a minimum of three scholarly resources and three non-scholarly resources. Your response may take the form of a written response, or you may prepare a creative response in consultation with your tutor. You will use the Harvard referencing system.																		
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FORMAT:	Written analytical essay																		
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GENERIC SKILLS:	Communication, Collaboration, Organisation																		

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Online students will need to attend a weekly Zoom workshop via computer or device with a working camera and microphone. This course is highly collaborative. Online and on campus students are expected to attend weekly workshops. This course is not suitable for asynchronous learning.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)