

# CMN101 Introduction to Creative Entrepreneurship

**School:** School of Business and Creative Industries

2024 | Semester 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.

Please go to [usc.edu.au](https://usc.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 |
|---|-------|----------------|-----------|
| <b>BLENDED LEARNING</b>   |       |                |           |
| <b>Learning materials</b> – Interactive online learning activities. | 1hr   | Week 1         | 12 times  |
| <b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.      | 2hrs  | Week 1         | 12 times  |
| <b>ONLINE</b>   |       |                |           |
| <b>Learning materials</b> – Interactive online learning activities. | 1hr   | Week 1         | 12 times  |
| <b>Tutorial/Workshop 1</b> – 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

The entrepreneurial practitioner

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   |
|---|--|--|
| On successful completion of this course, you should be able to... |  | Completing these tasks successfully will contribute to you becoming... |
| 1   | Analyse and evaluate entrepreneurship in the context of communications, design or creative industries.           | Knowledgeable<br>Creative and critical thinker                         |
| 2   | Apply theory, regulations and practice to an enterprise in their field.  | Knowledgeable<br>Creative and critical thinker                         |
| 3   | Understand the importance of 'value' in creative entrepreneurship.   | Knowledgeable<br>Empowered   |
| 4   | Demonstrate a deep understanding of the role of the communications and creative practitioner as an entrepreneur. | Engaged  |
| 5   | Apply written, visual and presentation skills to creative academic contexts.                                     | Empowered  |

## 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

## 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

You will discuss a draft of your first assignment early in the semester during tutorials or other consultation times.

### 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 13               | Online Assignment Submission with plagiarism check |

#### All - Assessment Task 1: Case Study

|                        |  |   |  |  |  |                                  |
|------------------------|--|---|--|--|--|----------------------------------|
| <b>GOAL:</b>           | 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. |   |  |  |  |                                  |
| <b>PRODUCT:</b>        | Case Study   |   |  |  |  |                                  |
| <b>FORMAT:</b>         | This is an individual written task of 1000 words maximum.  |   |  |  |  |                                  |
| <b>CRITERIA:</b>       | <b>No.</b>   |   |  |  |  | <b>Learning Outcome assessed</b> |
|                        | 1  | Application of the framework of 'value' in creative entrepreneurship            |  |  |  | 3                                |
|                        | 2  | Evaluation of research and framework  |  |  |  | 1 2                              |
|                        | 3  | Description of qualities and characteristics of innovation and entrepreneurship |  |  |  | 2 4                              |
|                        | 4  | Demonstration of clear, logical document structure                              |  |  |  | 1 5                              |
|                        | 5  | Academic writing and referencing  |  |  |  | 1 5                              |
| <b>GENERIC SKILLS:</b> | Problem solving, Organisation, Information literacy  |   |  |  |  |                                  |

## All - Assessment Task 2: Enterprise evaluation + Seminar

|                        |  |   |                                  |
|------------------------|--|---|----------------------------------|
| <b>GOAL:</b>           | <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> |   |                                  |
| <b>PRODUCT:</b>        | Oral and Written Piece   |   |                                  |
| <b>FORMAT:</b>         | 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.   |   |                                  |
| <b>CRITERIA:</b>       | <b>No.</b>   |   | <b>Learning Outcome assessed</b> |
|                        | 1  | Understand entrepreneurship in terms of creativity and innovation in the context of communications, creative industries, and/or design.                         | 2                                |
|                        | 2  | Demonstration of the importance of a value or values, in developing an entrepreneurial idea   | 3                                |
|                        | 3  | Capacity to analyse and evaluate a 'working' entrepreneurial idea and enterprise  | 3 4 5                            |
|                        | 4  | Capacity to research scholarly, industry and media resources  | 1 2                              |
|                        | 5  | Ability to cohesively work in a group   | 5                                |
|                        | 6  | Demonstration of appropriate oral communication and presentation skills and academic writing and presentation skills, including referencing, grammar, spelling. | 1 4                              |
| <b>GENERIC SKILLS:</b> | Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy   |   |                                  |

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

|                        |  |  |                                  |
|------------------------|--|--|----------------------------------|
| <b>GOAL:</b>           | 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. |  |                                  |
| <b>PRODUCT:</b>        | Artefact - Professional, and Written Piece   |  |                                  |
| <b>FORMAT:</b>         | Written analytical essay   |  |                                  |
| <b>CRITERIA:</b>       | <b>No.</b>   |  | <b>Learning Outcome assessed</b> |
|                        | 1  | Describe and explain the implications of a theoretical, regulatory or practical issues on entrepreneurship | 1 2                              |
|                        | 2  | Demonstrated knowledge of the key issues in entrepreneurship within the relevant industry                  | 1 2 3 5                          |
|                        | 3  | Understand entrepreneurship in the context of communications, creative industries and design               | 1 2 3 4                          |
|                        | 4  | Use of appropriate sources and research (at least three academic sources).                                 | 1 2 3                            |
|                        | 5  | Well-structured and evidenced arguments  | 1 2 3 4                          |
|                        | 6  | Precision of language, grammar, syntax, punctuation and referencing.                                       | 1 4 5                            |
| <b>GENERIC SKILLS:</b> | 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 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:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

## 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

## 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

## 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

## 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

## 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. 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>

## 10.9. 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.

## 10.10. General Enquiries

### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)