COURSE OUTLINE

ENT211 Igniting Entrepreneurial Talent

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 ignites your entrepreneurial talent by developing your innovation and entrepreneurial skills to propose a start-up idea and then test the viability of that in the form of a new venture. The ability to identify and act on a promising opportunity as well as how to scope and develop these opportunities is critical for a new venture. This course will enable you to discover your unique talent for entrepreneurship as well as ensuring the proposed business model fits the identified opportunity.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	11 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled online workshops.	2hrs	Week 1	11 times

1.3. Course Topics

Introduction to entrepreneurship

Entrepreneurial career pathways

Social and ethical entrepreneurship

Side hustles, startups, buying a business, and family businesses

Entrepreneurship and innovation within organisations

Entrepreneurial opportunities

Digital, technological and sustainable development opportunities

Finding and developing an opportunity for business ideas

Opportunity evaluation tools: Business models, feasibility analysis and business plans

Feasibility analysis

Industry, market and competitor analysis

Customer and market development

Building a startup team

Assessing a startup's financial strength and viability

Networks and the entrepreneurship ecosystem

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING * Association to Advance Collegiate Schools of Business
1 Identify an opportunity and construct a feasible business idea which has the potential to develop into a new venture.	Creative and critical thinker	PC1, PC3, PC6
2 Illustrate the organisational processes and business model necessary for the establishment of a new venture.	Knowledgeable	PC1, PC3
3 Analyse entrepreneurial strengths and weaknesses as a basis for developing a feasible business model.	Empowered	PC1, PC6

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC3	Creative and Critical Thinking
PC6	Career-ready

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

Early and formative feedback is provided in weekly workshop exercises and in class discussions

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	Artefact - Creative	Individual	20%	500 words	Week 4	Online Submission
All	2	Oral	Individual	30%	8-10 minutes	Week 8	Online Assignment Submission with plagiarism check
All	3	Report	Individual	50%	2000 words	Week 11	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Infographic

GOAL:	Create an infographic that examines your entrepreneurial identity by addressing: -Your personality traits, strengths, and areas for development as an entrepreneur; -Your motivation for pursuing or considering an entrepreneurial pathway; -Your passion and potential industry or market focus; -What these insights suggest about your entrepreneurial orientation and potential for venture creation.
PRODUCT:	Artefact - Creative
AUTHORSHIP STATEMENT:	
FORMAT:	Submit a PDF, PPT, or JPG of your infographic. More details are available on the Learning Management System.

CRITERIA:

No.		Learning Outcome assessed
1	Demonstrated knowledge and application of basic entrepreneurship concepts and definitions	3
2	Identification of your entrepreneurial strengths and weaknesses	3
3	Ability to outline an entrepreneurial idea	1
4	Effective communication and presentation skills including the organisation, flow and visual appeal of the content	1 3

GENERIC SKILLS:	Communication

All - Assessment Task 2: Video Presentation of Entrepreneurial Opportunities

GOAL:	You will develop a video presentation that critically outlines, compares, and contrasts feasible entrepreneurial opportunities. As this forms the foundation for your pitch, ensure the presentation is coherent, persuasive, and maintains audience engagement.
PRODUCT:	Oral
AUTHORSHIP STATEMENT:	
FORMAT:	Submit a recording of your video presentation. It must be a video file. More details are available on the Learning Management System.

CRITERIA:

No.		Learning Outcome assessed
1	Ability to outline feasible entrepreneurial ideas	1
2	Evidence of critical thinking to compare and contrast business ideas	1
3	Effective communication and presentation skills including the organisation, flow and visual appeal of the content	1 3

GENERIC SKILLS:	Communication

All - Assessment Task 3: Report The Opportunity and Feasibility of the Venture Concept

GOAL:	Prepare a feasibility report to assess a potential venture concept and opportunity.
PRODUCT:	Report
AUTHORSHIP STATEMENT:	
FORMAT:	This is an individual assessment. More details are available on the Learning Management System.

CRITERIA:

No.		Learning Outcome assessed
1	Effective communication and report writing	1
2	Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions	2
3	Demonstrated knowledge and application of entrepreneurship opportunity assessment frameworks	1
4	Articulation of the business model of the proposed venture concept	1

GENERIC SKILLS:	Communication, Problem solving

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

You need regular access to the resource(s) below. Many texts are available as ebooks through the Library at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Bruce R. Barringer,R. Duane Ireland	0	Entrepreneurship	6th ed	n/a

8.2. Specific requirements

Not applicable

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

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 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