

# ENT211 Igniting Entrepreneurial Talent

School: School of Business and Creative Industries

2025 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](http://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 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
<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	11 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.	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	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...	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

## 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 Assignment Submission with plagiarism check
All	2	Oral	Individual	30%	10 minutes	Week 8	Online Assignment Submission with plagiarism check
All	3	Report	Individual	50%	2000 words	Week 13	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Infographic

<b>GOAL:</b>	Create an infographic and compare three entrepreneurial ventures based on: <ul style="list-style-type: none"><li>- The type of entrepreneurial opportunity</li><li>- The customer value created by these ventures</li><li>- The entrepreneurs' motivation for starting the venture</li><li>- The growth potential of these ventures</li><li>- What you can learn from these three ventures</li></ul>															
<b>PRODUCT:</b>	Artefact - Creative															
<b>FORMAT:</b>	Submit a PDF, PPT, or JPG of your infographic. More details are available on the Learning Management System.															
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Demonstrated knowledge and application of basic entrepreneurship concepts and definitions</td><td>3</td></tr><tr><td>2</td><td>Identification of your entrepreneurial strengths and weaknesses</td><td>3</td></tr><tr><td>3</td><td>Ability to outline an entrepreneurial idea</td><td>1</td></tr><tr><td>4</td><td>Effective communication and presentation skills including the organisation, flow and visual appeal of the content</td><td>1 3</td></tr></tbody></table>	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
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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														
<b>GENERIC SKILLS:</b>	Communication															

### All - Assessment Task 2: Video Presentation of Entrepreneurial Opportunities

<b>GOAL:</b>	You will create a video outlining, comparing and contrasting feasible entrepreneurial opportunities. As this video forms the basis of a pitch, ensure it is an engaging presentation that will keep your audience engaged.												
<b>PRODUCT:</b>	Oral												
<b>FORMAT:</b>	Submit a recording of your video presentation. It must be a video file. More details are available on the Learning Management System.												
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<b>GENERIC SKILLS:</b>	Communication												

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

<b>GOAL:</b>	Prepare a feasibility report to assess a potential venture concept and opportunity.															
<b>PRODUCT:</b>	Report															
<b>FORMAT:</b>	This is an individual assessment. The feasibility study should be prepared as a format report. More details are available on the Learning Management System.															
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Effective communication and report writing</td><td>1</td></tr><tr><td>2</td><td>Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions</td><td>2</td></tr><tr><td>3</td><td>Demonstrated knowledge and application of entrepreneurship opportunity assessment frameworks</td><td>1</td></tr><tr><td>4</td><td>Articulation of the business model of the proposed venture concept</td><td>1</td></tr></tbody></table>	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
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														
<b>GENERIC SKILLS:</b>	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

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

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

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)