

ENT221

# Venture Growth and Innovation

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

2025 | Semester 2

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 [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 gives you insight into innovation and sustainability as functions for the entrepreneurial growth of a venture. You will explore different types and patterns of innovation and how this facilitates growth. By strategically approaching growth through organic, alliance, and franchising approaches, you will develop your entrepreneurial skills and learn how to set a venture up for raising funds and exiting that venture.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
<b>ONLINE</b>			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

### 1.3. Course Topics

- Module 1: Innovation management and new business development
- Module 2: Idea development
- Module 3: Design thinking
- Module 4: Innovation strategy
- Module 5: Portfolio management
- Module 6: Managing projects
- Module 7: Organizing for innovation
- Module 8: Open innovation
- Module 9: Different types of Entrepreneurship
- Module 10: Innovation in project-based and multinational firms
- Module 11: The future of innovation management and new business development
- Module 12: Sustainability and what this means for my venture's growth and innovation
- Module 13: Partnerships of the future

## 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 key factors for running and expanding a business, including indigenous knowledge.	Knowledgeable Creative and critical thinker	PC1.3, PC6.2
② Evaluate current strategies and propose new impactful approaches to foster growth, focusing on Industry, Innovation, and Infrastructure (SDG9).	Empowered Organisation	PC3.1, PC3.1
③ Articulate the potential entrepreneurial growth challenges and propose solutions to reduce Inequalities (SDG10) and promote responsible consumption and production (SDG12).	Engaged Sustainability-focussed Problem solving	PC2, PC3.1, PC4
④ Apply basic digital literacy skills and techniques in a business environment.	Knowledgeable Empowered Applying technologies	PC1, PC1.3
⑤ Create a strategic business report aimed at guiding the growth of business operations.	Knowledgeable Engaged Communication	PC1.1, PC1.1

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.3	Digital Literacy
PC2	Collaboration
PC3.1	Problem Solving
PC4	Community Consciousness
PC6.2	Discipline Knowledge

## 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)

It is recommended that you have basic knowledge of business concepts.

## 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

The first assessment task is due in Week 4 to get early feedback on your progress. Additionally, tutorial activities in all weeks allow for formative feedback on course concepts.

### 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	Oral	Individual	25%	5 minutes	Week 4	Online Submission
All	2	Portfolio	Individual	35%	1,500 words	Throughout teaching period (refer to Format)	Online Assignment Submission with plagiarism check
All	3	Plan	Individual	40%	2,000 words maximum	Exam Period	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Video submission

<b>GOAL:</b>	Show how technological innovation creates opportunities for sustainable entrepreneurial growth. Credible theory, industry statistics and reports will support your 5-minute video submission. SDG9 and SDG12	
<b>PRODUCT:</b>	Oral	
<b>FORMAT:</b>	This is an individual assessment task where you are required to record and submit a video (similar to a video blog or vlog).	
<b>CRITERIA:</b>	<b>No.</b> <ol style="list-style-type: none"> <li>1 Identification of important factors for the operation and growth of a venture. Incorporate Responsible Consumption and Production where appropriate (SDG12)</li> <li>2 Development of effective strategy to achieve growth through innovation</li> <li>3 Demonstration of an understanding of entrepreneurial growth dilemmas. Where appropriate, incorporate Reduce inequalities (SDG10) and Responsible Consumption and Production (SDG12).</li> <li>4 Demonstration of digital literacy skills for communication and information sharing</li> </ol>	<b>Learning Outcome assessed</b>
<b>GENERIC SKILLS:</b>	Communication, Applying technologies, Information literacy	

#### All - Assessment Task 2: Portfolio

<b>GOAL:</b>	To develop insight into entrepreneurial growth challenges and management. Focus on SDG8 Decent work and Economic Growth.	
<b>PRODUCT:</b>	Portfolio	
<b>FORMAT:</b>	During weeks 6 through 10, you will complete a range of activities related to the weekly topics. For each tutorial, you will analyse a real-life business case and conclude with the most suitable strategy.	
<b>CRITERIA:</b>	<b>No.</b> <ol style="list-style-type: none"> <li>1 Identification of important factors for the operation and growth of a venture</li> <li>2 Development of an effective strategy to achieve growth through innovation</li> <li>3 Demonstration of an understanding of entrepreneurial growth dilemmas</li> </ol>	<b>Learning Outcome assessed</b>
<b>GENERIC SKILLS:</b>	Communication, Problem solving, Information literacy	

### All - Assessment Task 3: Plan

<b>GOAL:</b>	To determine factors under the entrepreneur's control influencing the sustainable growth of a venture. Include SDG11 Sustainable cities and communities and SDG12 Responsible Consumption and Production.		
<b>PRODUCT:</b>	Plan		
<b>FORMAT:</b>	This is an individual assessment.		
<b>CRITERIA:</b>	<b>No.</b>  1 Identification of important factors for the operation and growth of a venture 2 Development of an effective strategy to achieve growth through innovation 3 Demonstration of an understanding of entrepreneurial growth dilemmas 4 Written communication (spelling, grammar, formatting, design, structure, etc.)		
<b>GENERIC SKILLS:</b>	Communication, Organisation, Information literacy		

## 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
Required	Jan van den Ende	2021	Innovation Management	7th Edition	Red Globe Press

### 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

## 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. 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](#) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](#) 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](#) 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)