

# MGT711 Entrepreneurship and Venture Planning

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

2020 | Session 7

UniSC Sunshine Coast

**BLENDED  
LEARNING**

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

*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

Postgraduate Course

This course introduces the practice of entrepreneurship and the entrepreneur. You will develop, discuss and critique venture models, concepts, evaluate entrepreneurial opportunities and determine an optimum business model for different ventures.

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

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Tutorial/Workshop 1</b>	3hrs	Not applicable	Not Yet Determined

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

## 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 Create and develop an assessment of a business by applying creative tools.	Creative and critical thinker
2 Evaluate venture opportunities through selecting and applying relevant theoretical concepts.	Knowledgeable
3 Judge the feasibility of applying innovation through selecting relevant theoretical concepts.	Empowered
4 Appraise and recommend changes to improve a venture by increasing its likelihood of survival through examining the value innovation.	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

Enrolled in any PGRD Program

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

MBA704 or MBA716 or EMB754 or EMB766

### 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

Each assessment will focus on separate sections of work that build on to each other. Therefore, receiving feedback for each of these assignments will build your knowledge. This feedback can then subsequently be used for the next Assignment and leading up to the final Task, Task 3. The feedback will be quantitative with a mark and weight for specific outcomes on a rubric and qualitative more specific comments in the text.

### 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	Portfolio	Individual	30%	1,500 words		Online Assignment Submission with plagiarism check
All	2	Report	Individual	30%	1,200 words		Online Assignment Submission with plagiarism check
All	3	Oral and Written Piece	Individual	40%	2,000 words (Written part) and 10 minutes Presentation in Weeks 11 and 12		Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Market Segmentation

<b>GOAL:</b>	This task provides an opportunity to identify the entrepreneurial opportunity and to develop a portfolio to identify who your customer is.		
<b>PRODUCT:</b>	Portfolio		
<b>FORMAT:</b>	This is an individual assessment to be submitted based on the workshop activities completed in weeks 1, 2, 3 and 4. The evidence documents can be provided in a format of your choice addressing the relevant criteria. More information will be provided in class and on the course Blackboard site. Portfolio with five evidence documents, with explanations to a maximum of 300 words each.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Application of creative and strategic thinking to identify and develop new business opportunities	
	2	Application of specific knowledge and skills of conducting international business to support the performance of business operations	
	3	Communication (spelling, grammar, sentence structure, paragraph structure, formatting)	
	4	Presentation and communication skills to engage the audience	
	5	Assessment criteria are mapped to the course learning outcomes	1 2 3 4

#### All - Assessment Task 2: Feasibility report

<b>GOAL:</b>	The purpose of this task is to analyse the value proposition, competitive advantage and customer product acquisition.
<b>PRODUCT:</b>	Report
<b>FORMAT:</b>	<p>This is an individual assessment to be submitted in report format.</p> <p>You should analyse all aspects of the business and the potential customer, including the product attributes, value, product acquisition process and determine opportunities for improvement and growth strategies. A detailed task description is provided on Blackboard.</p>

CRITERIA:	No.	Learning Outcome assessed
	1	Demonstrate an understanding of and apply knowledge to conducts a SWOT analysis of the operations, products and processes considering various alternatives and their potential attractiveness
	2	Demonstrate creative thinking, using suitable creative tools
	3	Examines the value innovation to the business
	4	Determines businesses attractiveness and feasibility of the concept
	5	Recommends suitable actions to further grow and expand into more markets
	6	Communication and Presentation

### All - Assessment Task 3: Presentation and The Venture plan Focus on product

<b>GOAL:</b>	The goal of this task is to allow opportunity for recommendations on key elements of the Venture plan with a focus on the product through a plan.												
<b>PRODUCT:</b>	Oral and Written Piece												
<b>FORMAT:</b>	<p>Submit: Week 11 and Week 12.</p> <p>Your response should submit individually in plan format.</p> <p>The plan should address some key issues of the business, focusing on implementing innovation in products and processes, or, alternatively, rejuvenating or extending the existing business by adding value for its current and future customers.</p> <p>Presentation in class or via online video submission and Plan.</p> <p>Further details are provided on the course Blackboard site.</p>												
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstrates insight and understanding of product or service innovations</td> </tr> <tr> <td>2</td> <td>Displays insight into the sustainability of the competitive advantage and viability of the product features</td> </tr> <tr> <td>3</td> <td>Present a strategy, product plan, future developments and long-term projections in a creative way</td> </tr> <tr> <td>4</td> <td>Use of audio-visual equipment and time management</td> </tr> <tr> <td>5</td> <td>Communication and presentation</td> </tr> </tbody> </table>	No.	Learning Outcome assessed	1	Demonstrates insight and understanding of product or service innovations	2	Displays insight into the sustainability of the competitive advantage and viability of the product features	3	Present a strategy, product plan, future developments and long-term projections in a creative way	4	Use of audio-visual equipment and time management	5	Communication and presentation
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## 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	Aulet, B.	2017	Disciplined Entrepreneurship: Workbook		Hoboken, NJ: John Wiley & Sons, Inc

## 8.2. Specific requirements

N/A

## 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)