

## MNGT1002: Introduction to Entrepreneurship and Innovation 2023



**MISSION:** Our mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.

## OVERVIEW

**Course Description** Entrepreneurship and innovation have never been more important in the 21st century at a time of global, turbulent environments involving discontinuous change. This course introduces the concepts of entrepreneurship and innovation and how they are distinguished. It further explores who is an entrepreneur and what are the entrepreneurial and innovation processes that are used to achieve successful business outcomes. Students will be sensitised to these important contemporary concepts and processes and will apply them to case studies and other real-world contexts.

**Sustainable Development Goals**



**Contact Hours**

**Integrated Learning Session**

Face to Face On Campus

One (1) hour lecture and two (2) hour(s) workshop per Week for Full Term

Contact Hour Requirement		
There is a compulsory attendance requirement in this course.	3 hour ILS per week for Full Term	All students must participate in 80% of all <b>integrated learning session activities</b> in this course.

Students can check-in using the app or advise the academic staff member at the commencement of the session if they need the staff member to check-in on their behalf. All students' attendance will be recorded using the myUON app. Please note: The 80% attendance requirement applies to **ALL** students enrolled in 1000 level courses.

**Unit Weighting** 10

**Workload** Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

**Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.**

**Student Consultation** A minimum of one (1) hour consultation per week. Please see course CANVAS site for details of time and location.

**Course Learning Outcomes** **On successful completion of this course, students will be able to:**

1. Utilise models and theories to explain the concepts of entrepreneurship and innovation and apply them to a real-world context;
2. Demonstrate an understanding of the importance of innovation, and the role of entrepreneurs, in creating value in Australian and global contexts;
3. Describe idea generation, idea sourcing and idea screening processes and apply them to a real-world context;
4. Demonstrate an understanding of the different forms of innovation and entrepreneurship.
5. Communicate effectively the concepts of innovation and entrepreneurial ideas in a written format for a business audience

# COURSE OUTLINE

# ASSESSMENT DETAILS

This course has 4 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Quizzes - Online	Friday of weeks 4 and 8 by 11:59 pm	Individual	15%	1,2
2	Written Report	Thursday of week 6 by 11:59 pm	Individual	15%	1,2,4
3	Written Report	Thursday of week 10 by 11:59 pm	Individual	30%	1, 2, 3, 4 5
4	Final Examination	Formal examination period	Individual	40%	1,2, 3, 4, 5

**Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.**

**Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.**

## Time referenced is time in Newcastle NSW

<b>Late Submissions</b>	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. <b>Note:</b> this applies equally to week and weekend days.
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### Assessment 1 – Online Quizzes

<b>Assessment Type</b>	Quiz
<b>Purpose</b>	The purpose of this assessment is to evaluate students' understanding of key concepts related to innovation and entrepreneurship.
<b>Description</b>	2 x 7.5% multi-choice quizzes
<b>Weighting</b>	15%
<b>Length</b>	15 minutes x 2 quizzes of 15 questions
<b>Due Date</b>	Friday of weeks 4 and 8 by 11:59 pm
<b>Submission Method</b>	Online - Web based through the Course CANVAS site
<b>Assessment Criteria</b>	Multiple Choice Questions
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - System Score automated.

### Assessment 2 - Written Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of this assessment is to evaluate student's ability to apply relevant theories and frameworks to analyse an entrepreneur.
<b>Description</b>	To complete this assessment, students will identify an entrepreneur and prepare an analysis of their motivation and approach to entrepreneurship. Further guidance on this assessment will be provided in class and on CANVAS.
<b>Weighting</b>	15%
<b>Length</b>	1200 words
<b>Due Date</b>	Thursday of week 6 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin under the Assessment tab in CANVAS
<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

### Assessment 3 - Written Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of the report is to evaluate students' theoretical and practical understanding of the role of innovation within established organisations.
<b>Description</b>	To complete this assessment, students will identify an existing organisation and prepare

<b>Weighting</b>	a report which outlines, for that organisation, the relevance of innovation and key considerations for facilitating innovative activity. Further guidance on this assessment will be provided in class and on CANVAS.
<b>Length</b>	30%
<b>Due Date</b>	2000 words
<b>Submission Method</b>	Thursday of week 10 by 11:59 pm
<b>Assessment Criteria</b>	Online - via Turnitin - under the Assessment tab in CANVAS
<b>Return Method</b>	Detailed marking criteria will be provided on CANVAS
<b>Feedback Provided</b>	Online

## Assessment 4 - Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The purpose of the assessment is to evaluate a students' knowledge of Innovation & Entrepreneurship theory, models, concepts, and proficiency in their application.
<b>Description</b>	To complete this assessment students will undertake examination task(s) on a mix of topics covering those presented throughout the course. This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.
<b>Weighting</b>	40%
<b>Length</b>	120 minutes
<b>Due Date</b>	During the formal examination period
<b>Submission Method</b>	Formal Examination
<b>Assessment Criteria</b>	Students will be assessed on: <ul style="list-style-type: none"> <li>i. relevance of answer to the question,</li> <li>ii. accuracy of information/argument using demonstrated links to the prescribed text and course readings.</li> <li>iii. ability to discuss and integrate different topics, theories, models and concepts;</li> <li>iv. ability to provide real examples to substantiate theoretical reasoning and</li> <li>v. clarity of expression, grammar and use of syntax.</li> </ul>
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered.

# SYLLABUS

## Course Content

### Topics in the course include but are not limited to the following:

1. The entrepreneurial and innovation process
2. Innovation types and forms
3. The innovation imperative
4. Sources of innovation
5. Search strategies for innovation
6. Assessing opportunities of innovation projects
7. Business models and capturing value
8. Driving innovation within organisations
9. The role of problems and value in identifying real opportunities for innovation
10. Social and sustainability-led innovation and entrepreneurship

## Course Materials

### Required Text:

Tidd, J. and Bessant, J. (2018) *Managing Innovation: Integrating Technological, Market and Organisational Change* (6<sup>th</sup> Edition), John Wiley & Sons, West Sussex, U.K

**ISBN:** 978-1-119-37945-4

Please refer to the course CANVAS site for details of additional recommended texts.

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Course structure & overview		Workshop activities
2	Introduction to Innovation		Workshop activities
3	What is entrepreneurship?		Workshop activities
4	The entrepreneur		Workshop activities  <b>Assessment 1 due:</b> Online quiz 7.5%
5	The innovation imperative		Workshop activities
6	Innovation and context		Workshop activities  <b>Assessment 2 due:</b> Report Thursday of week 6 by 11:59 pm
7	Sources of innovation		Workshop activities
8	What is design thinking?		Workshop activities  <b>Assessment 1 due:</b> Online quiz 7.5%
9	Developing ideas		Workshop activities
10	Screening and selecting ideas		Workshop activities  <b>Assessment 3 due:</b> Report Thursday of week 10 by 11:59 pm
11	Business models & capturing value		Workshop activities
12	Social entrepreneurship and innovation		Workshop activities
13	Course review		Exam revision

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

# CONTACTS

## School Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

NU Space  
409 Hunter Street  
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### Newcastle Business School - Sydney

55 Elizabeth Street  
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+61 2 82626432

### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/enq>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
National Library Building  
Singapore  
[Singapore-StudentCentral@newcastle.edu.au](mailto:Singapore-StudentCentral@newcastle.edu.au)  
+65 6221 3306

# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

<b>Communication Methods</b>	<p>Communication methods used in this course include:</p> <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
<b>Oral Interviews</b>	As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <u>Oral Examination Guidelines</u> . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <u>Student Conduct Rule</u> .
<b>Academic Misconduct</b>	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> <p>Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:  <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a></p>
<b>Important Policy Information</b>	The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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