

CIND3000: Entrepreneurship

Newcastle City Precinct
Semester 1 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description This course focuses on frameworks for understanding different market sectors within the Creative Industries, and the opportunities and challenges for new and innovative initiatives in these sectors. Students will gain a deeper understanding of entrepreneurship as the basis for generating income from intellectual property. Students will work collaboratively to conceive and develop a business model for a possible project in the Creative Industries.

Contact Hours

Newcastle City Precinct

Lecture
Online
1 hour(s) per Week for 6 Weeks starting Week 1

Tutorial
Face to Face On Campus
18 hour(s) per Term Full Term starting Week 1
1 hour per Week for Weeks 1-6
2 hour(s) per Week for Weeks 7-12

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

COURSE OUTLINE

CONTACTS

Course Coordinator	Newcastle City Precinct Prof Paul Egglestone Paul.Egglestone@newcastle.edu.au (02) 4985 4545 Consultation: through Canvas and email
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	Topics will include; <ul style="list-style-type: none">• Economic, social and cultural conceptions of audience and consumers;• Concepts and structures of entrepreneurship;• Intellectual property and copyright in cross-platform environments;• Market analysis within different sectors of the creative industries;• the use of business modelling to drive entrepreneurial projects;
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Identify audiences as key stakeholders in any creative project;2. Analyse the relationship between service, product and market with a focus on innovation and ideation;3. Undertake market analysis for different sectors within the Creative Industries;4. Identify and evaluate enterprise opportunities within a market sector;5. Develop and communicate a business model for a project, service or event in the Creative Industries;6. Demonstrate an ability to work collaboratively on projects.
Course Materials	See Canvas for lectures and other resources.

SCHEDULE

Week	Topic	Learning Activity	Assessment Due
1	Intro to entrepreneurship and innovation	introductions case study assessment	
2	Exploiting and protecting intellectual property	what's the big idea?	
3	Knowing your market	market analysis + groups	
4	Case studies	progress	Case study due Friday 22 nd March
5	Case studies	progress	
6	Introducing the Business Model Canvas	progress	
7	No lecture	Team-building, introducing Slack Identifying your value proposition	Market Analysis due Friday 12 th April
8	No lecture	Knowing and connecting with your customer Thinking through revenue streams	
9	No lecture	Balancing your model: key partnerships and key resources Key activities, cost structures	
10	No lecture	Multiple prototypes: modelling for a changing environment	
11	No lecture	Preparing a pitch	
12	No lecture	Preparing a pitch	Business Model Canvas, Reflective Statement due Monday 10 th June

ASSESSMENTS

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	Case Study - 20%	Friday 22 nd March	Individual	20%	1, 2
2	Market Analysis - 20%	Friday 12 th April	Group	20%	3
3	Reflective Statement - 20%	Monday 10 th June	Individual	20%	4, 5, 6
4	Business Model Canvas Proposal/Plan - 40%	Monday 10 th June	Group	40%	4, 5, 6

Late Submissions

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. Note: this applies equally to week and weekend days.

Assessment 1 - Case Study - 20%

Assessment Type Description

Case Study / Problem Based Learning
Analysis of an exemplar product, event or service within the creative industries

Weighting	20%
Length	1500 words
Due Date	Friday 22 nd March 11:59pm
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas
Return Method	Not Returned
Feedback Provided	Online

Assessment 2 - Market Analysis - 20%

Assessment Type	Report
Description	Students working in pairs generate a summary and critique of available information on audiences/users for a creative enterprise.
Weighting	20%
Length	2000 words
Due Date	Friday 12 th April 11:59pm
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas
Return Method	Not Returned
Feedback Provided	Online

Assessment 3 - Reflective Statement - 20%

Assessment Type	Written Assignment
Description	An individual reflection on individual and group performance.
Weighting	20%
Length	1000 words
Due Date	Monday 10 th June 11:59pm
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas.
Return Method	Not returned
Feedback Provided	Online

Assessment 4 - Business Model Canvas + Pitch - 40%

Assessment Type	Proposal / Plan
Description	Students work in groups to develop a business plan for an innovative creative enterprise.
Weighting	40%
Length	2500 -3000 words
Due Date	Monday 10 th June 11:59pm
Submission Method	Online
Assessment Criteria	Criteria for this assignment will be discussed in class and made available on Canvas.
Return Method	Not Returned
Feedback Provided	Online

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).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

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.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) 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 [Oral Examination \(viva\) Procedure](#). 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 [Student Conduct Rule](#).

Academic Misconduct

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 <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

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:

1. the assessment item is a major assessment item; or
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;
3. you are requesting a change of placement; or

4. the course has a compulsory attendance requirement.
Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

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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