

CIND3000: Entrepreneurship

Singapore PSB

Trimester 1 - 2024 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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. |
| Academic Progress Requirements | Nil |
| Contact Hours | Singapore PSB Lecture Face to Face on Campus 1 hour per week for 12 weeks Tutorial Face to Face on Campus 2 hours per week for 12 weeks |
| 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 **Singapore PSB**
Ms Irda Juffri
Irda.Juffri@newcastle.edu.au
Consultation: In class or by e-mail

Teaching Staff Other teaching staff will be advised on the course Canvas site.

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

School of Humanities Creative Industries and Social Sciences
Social Sciences Building
Callaghan
CHSF-PSB-Singapore@newcastle.edu.au
+61 2 4985 4500

SYLLABUS

Course Content Topics will include;

- 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:**

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 Available on Canvas

SCHEDULE

| Week | Week Begins | Topic | Learning Activity | Assessment Due |
|---------------------------|-------------|---|---|---|
| 1 | 8 Jan | Introduction to Entrepreneurship and Innovation | Course Introduction Assessment Requirements | |
| 2 | 15 Jan | Exploiting and Protecting Intellectual Property | Selecting a Case Study (A1) Forming of Groups (A2, A4) | |
| 3 | 22 Jan | Knowing Your Market | Market Analysis | |
| 4 | 29 Jan | Introducing the Business Model Canvas (BMC) | Case Study | |
| 5 | 5 Feb | Applying the BMC | Defining Value Proposition (Value Proposition Canvas) | A1 - Case Study Due 7 Feb 2024 |
| Recess | | | | |
| 6 | 19 Feb | Applying the BMC | Knowing and connecting with your Customer | |
| 7 | 26 Feb | Applying the BMC | Thinking through Revenue Streams | A2 - Market Analysis Due 28 Feb 2024 |
| 8 | 4 Mar | Applying the BMC | Balancing your Model | |
| 9 | 11 Mar | Modelling for a Changing Environment | Stress Testing | |
| 10 | 18 Mar | Preparing a Business Pitch | | |
| 11 | 25 Mar | Pitch – in-class | | A3 – Self-Reflection Due 27 Mar 2024 |
| 12 | 1 Apr | Pitch – in-class | | A4 - BMC + Pitch Due 3 Apr 2024 |
| 13 | 8 April | Additional Pitch sessions if needed | | |
| Examination Period | | | | |
| Examination Period | | | | |

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 | Week 5, 7 Feb 2024, 11:59 PM | Individual | 20% | 1, 2 |
| 2 | Market Analysis | Week 7, 28 Feb 2024, 11:59 PM | Group | 30% | 3 |
| 3 | Reflective Statement | Week 11, 27 Mar 2024, 11:59 PM | Individual | 15% | 4, 5, 6 |
| 4 | Business Model Canvas + Pitch | Week 12, 3 Apr 2024 - in class | Group | 35% | 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

| | |
|----------------------------|---|
| Assessment Type | Case Study / Problem Based Learning |
| Description | An individual analysis of an innovative and/or profitable product or service within the creative industries |
| Weighting | 20% |
| Length | 1,000 words |
| Due Date | Week 5 |
| Submission Method | Online |
| Assessment Criteria | Refer to detailed criteria for this assignment on CIND3000 Course Site |
| Return Method | Online |
| Feedback Provided | Online |

Assessment 2 - Market Analysis

| | |
|----------------------------|--|
| Assessment Type | Report |
| Description | Students working in groups generate a summary and critique of available information on audiences/users for a creative enterprise |
| Weighting | 30% |
| Length | 1,500 words |
| Due Date | Week 7 |
| Submission Method | Online |
| Assessment Criteria | Refer to detailed criteria for this assignment on CIND3000 Course Site |
| Return Method | Online |
| Feedback Provided | Online |

Assessment 3 - Reflective Statement

| | |
|----------------------------|--|
| Assessment Type | Written Assignment |
| Description | A self-reflection on individual and group performance |
| Weighting | 15% |
| Length | 500 words |
| Due Date | Week 11 |
| Submission Method | Online |
| Assessment Criteria | Refer to detailed criteria for this assignment on CIND3000 Course Site |
| Return Method | Online |
| Feedback Provided | Online |

Assessment 4 - Business Model Canvas + Pitch

| | |
|----------------------------|--|
| Assessment Type | Plan and Presentation |
| Description | Students work in groups to develop a business plan for an original creative enterprise |
| Weighting | 35% |
| Length | 15-min pitch |
| Due Date | Week 12 – in class |
| Submission Method | In-class and online |
| Assessment Criteria | Refer to detailed criteria for this assignment on CIND3000 Course Site |
| Return Method | Online |
| 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/respect-at-uni/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.

© 2024 The University of Newcastle, Australia