

*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

<b>Course Description</b>	Entrepreneurship refers to the process of developing new business ventures or growing existing ones. Central to this activity are entrepreneurs: innovative and risk-taking individuals who seek to bring about change and new opportunities, both for themselves and for the business communities in which they operate. Entrepreneurs play an important role in commerce, trade, and economic growth in many nations. Entrepreneurship will be explored in the course in terms of analysing new venture opportunities and ideas as well as assessing and building entrepreneurial characteristics. A key element of entrepreneurship, innovation, will also be the focus of the course. Innovation is an important prerequisite for gaining a competitive advantage and for building a strong and sustainable business. Modern thriving enterprises demand constant levels of innovation. The scope and richness of theoretical developments in the discipline of innovation, offers potential for students to develop substantial skills in understanding the discipline, its role in entrepreneurship and in the development of successful, contemporary organisations. The course provides a framework for understanding the process of creating and managing innovative organisations. This will enable students to deal successfully with dynamic demands from markets and customers that are becoming even more sophisticated and knowledgeable.
<b>Contact Hours</b>	<b>Online:</b> Online workshops and discussion forums as per course requirement for the full trimester.
<b>Unit Weighting Workload</b>	10 units Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.
<b>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.</b>	
<b>Student Consultation</b>	A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Critically discuss and analyse the concepts of entrepreneurship and innovation;</li><li>2. Demonstrate an ability to engage in entrepreneurial and innovation processes; and</li><li>3. Create a well-structured and concise innovation plan.</li></ol>

# COURSE OUTLINE

# ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Individual Written Essay	Sunday of Week 6 by 11:59 pm	Individual	25%	1, 2
2	Individual Innovation Plan	Sunday of Week 11 by 11:59 pm	Individual	40%	1, 2, 3
3	Final Examination	Formal Exam Period	Individual	35%	1, 2, 3

**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 – Individual Written Essay

<b>Assessment Type</b>	Essay
<b>Purpose</b>	The purpose of this assessment is to assess students' understanding of entrepreneurship theory and practice
<b>Description</b>	Students need to demonstrate their knowledge and understanding of entrepreneurial characteristics – what are the key characteristics of an entrepreneur? Examples need to be provided to strengthen the arguments. Students need to provide justifications of their statements through the use of relevant references. Further detail regarding this assessment will be provided on CANVAS and in the workshops.
<b>Weighting</b>	25%
<b>Length</b>	2000 words
<b>Due Date</b>	Sunday of Week 6 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	Detailed marking criteria provided on the course CANVAS site
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 2 - Individual Innovation Plan

<b>Assessment Type</b>	Proposal / Plan
<b>Purpose</b>	The purpose of this assessment is to assess students' capacity to demonstrate their theoretical knowledge and practical application of creating and writing a well-structured, concise innovation plan.
<b>Description</b>	Imagine that you are the Chief Innovation Officer of an organisation. This can be an organisation you are familiar with or can be based on a global firm where adequate information of their operations is available. If you cannot find sufficient information about the firm you choose to study, you may make reasonable assumptions about the firm's operations. You have been given the task of coming up with an innovation idea to increase the organisation's revenue and/or address social needs. Your innovation plan will need to focus on: (1) assessing the innovation idea, (2) assessing the external conditions; (3) assessing the organisation's internal conditions, and (4) justifying the feasibility of the implementation of the innovation. Students need to provide justifications of their statements through the use of relevant references. Further detail regarding this assessment will be provided on CANVAS and in the workshops.
<b>Weighting</b>	40%
<b>Length</b>	3000 words
<b>Due Date</b>	Sunday of Week 11 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin

<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

### Assessment 3 - Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The purpose of this assignment is to assess students' cumulative knowledge of key aspects of the course
<b>Description</b>	<p>To complete this assessment, students will undertake examination on a mix of topics covering those presented throughout the course.</p> <p>This course has an <b>OPEN BOOK</b> examination. The exam will be completed <b>ONLINE</b> and will be invigilated. Any <b>hardcopy materials</b>, including a thesaurus, a dictionary, or a translation dictionary are permitted in the examination.</p> <p>No devices are permitted to be used in the examination, other than non-programmable calculators (if specifically advised on the examination paper) and the computer on which the student is completing the examination. Students are not permitted to use their computer for accessing any applications other than Zoom, CANVAS and an e-text/class notes. The examination invigilator can direct a student to share their screen at any time during the examination. If a student is found to be using other computer applications or devices, they will be reported for academic misconduct.</p>
<b>Weighting</b>	35%
<b>Length</b>	120 minutes
<b>Due Date</b>	Formal Examination Period
<b>Submission Method</b>	Formal Exam
<b>Assessment Criteria</b>	<p>The following criteria will be used to allocate grades for the assignment by way of instructor evaluation:</p> <ol style="list-style-type: none"> <li>1. <b>Content:</b> Ability to identify relevant theory and concepts that are relevant to the question.</li> <li>2. <b>Analysis:</b> Ability to analyse issues, theories, concepts, and provide real examples to substantiate theoretical reasoning.</li> <li>3. <b>Academic argument:</b> Ability to integrate academic material and present cogent arguments and/or recommendations.</li> <li>4. <b>Professionalism:</b> Ability to present conventional academic conventions, including those in respect of clarity, spelling, grammar, use of syntax.</li> </ol>
<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.

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# SYLLABUS

## Course Content

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

1. Role of entrepreneurship and innovation for organisations and nations
2. Understanding entrepreneurial and innovative individuals
3. Understanding the entrepreneurial process
4. Role of innovation in established enterprise development (corporate intrapreneurship)
5. Role of innovation in small firms
6. Social entrepreneurship and innovation
7. Planning, business model and strategy in entrepreneurship and innovation
8. Understanding disruptive innovation
9. Role of team building, leadership and strategic alliances in innovation
10. Financing the venture
11. Adoption and diffusion of innovation

## Course Materials

### Required Text:

Mazzarol, T. and Reboud, S. (2020). *Entrepreneurship and Innovation*. (4th ed.). Springer Nature, Singapore.

**ISBN:** 9789811394119

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

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Entrepreneurship as a social and economic process	<b>Module 1:</b> Mazzarol and Reboud, Ch 1. See CANVAS site for any additional material	Week 1 workshop. See CANVAS site for details.
2	The entrepreneur	<b>Module 2:</b> Mazzarol and Reboud, Ch 2. See CANVAS site for any additional material	Week 2 workshop. See CANVAS site for details.
3	The entrepreneurial process	<b>Module 3:</b> Mazzarol and Reboud, Ch 3. See CANVAS site for any additional material	Week 3 workshop. See CANVAS site for details.
4	Entrepreneurship and innovation in large firms	<b>Module 4:</b> Mazzarol and Reboud, Ch 4. See CANVAS site for any additional material.	Week 4 workshop. See CANVAS site for details.
5	Innovation in small firms	<b>Module 5:</b> Mazzarol and Reboud, Ch 5. See CANVAS site for any additional material.	Week 5 workshop. See CANVAS site for details.
6	Social entrepreneurship and innovation	<b>Module 6:</b> Mazzarol and Reboud, Ch 14. See CANVAS site for any additional material	Week 6 workshop. See CANVAS site for details.  <b>Assessment 1 due:</b> Sunday of Week 5 by 11:59 pm.
7	Planning, business model and strategy	<b>Module 7:</b> Mazzarol and Reboud, Ch 7. See CANVAS site for any additional material.	Week 7 workshop. See CANVAS site for details.
8	Disruptive innovation	<b>Module 8:</b> Mazzarol and Reboud, Ch 9. See CANVAS site for any additional material.	Week 8 workshop. See CANVAS site for details.
9	Team building, company leadership and strategic alliances	<b>Module 9:</b> Mazzarol and Reboud, Ch 11. See CANVAS site for any additional material	Week 9 workshop. See CANVAS site for details.
10	Financing the venture	<b>Module 10:</b> Mazzarol and Reboud, Ch 12. See CANVAS site for any additional material	Week 10 workshop. See CANVAS site for details
11	Adoption and diffusion of innovation	<b>Module 11:</b> Mazzarol and Reboud, Ch 6. See CANVAS site for any additional material.	Week 11 workshop. See CANVAS site for details.  <b>Assessment 2 due:</b> Sunday of Week 11 by 11:59 pm
12	Review of course	See CANVAS site for any additional material	Week 12 workshop. See CANVAS site for details.

**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 Office**      **Newcastle Business School – Callaghan, Newcastle City & Online**  
 NU Space  
 409 Hunter Street  
 Newcastle  
[nbs.enquiries@newcastle.edu.au](mailto:nbs.enquiries@newcastle.edu.au)  
 +61 2 4921 5511

# 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 Circumstances 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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