

MNGT2003: Entrepreneurial and Innovation Diversity

UTCC 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

COURSE OUTLINE

www.newcastle.edu.au

CRICOS Provider
00109J

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

Course Description	Entrepreneurial and Innovation Diversity focuses on the importance, diversity and means by which entrepreneurial and innovative behaviour take advantage of increasingly rapid change to pursue enterprise objectives. The course examines concepts of entrepreneurship and innovation in their numerous settings, including private sector, public sector, family and social entrepreneurial settings. The course places a heavy emphasis upon contemporary global and Australian case studies to illustrate key themes.
Contact Hours	Integrated Learning Session Face to Face On Campus 2 hour(s) per Week for Full Term Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.
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.
Assumed Knowledge & Pre-Requisites	Any Assumed Knowledge or Pre-Requisites for this course have been previously satisfied by the successful completion of courses within the approved student study plan.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Identify, articulate and assess relevant theories underpinning entrepreneurship and innovation in multiple settings;2. Examine and analyse the interrelationships between entrepreneurship, innovation and management;3. Analyse and distinguish between different processes of entrepreneurship and innovation practised in, and relevant to, the many different settings in which these processes are practised;4. Predict and analyse emerging trends that impact entrepreneurship and innovation, both nationally and globally; and5. Demonstrate, oral and written form, the knowledge, skills and motivation of successful, responsible entrepreneurs and innovators through case studies and other real-world settings.

ASSESSMENT DETAILS

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 Essay	Sunday of Week 5 by 11:59pm	Individual	25%	1, 3, 5
2	Group Business Model Report	Sunday of Week 11 by 11:59pm	Group	35%	1, 2, 3, 4
3	Final Examination	Final Examination Period	Individual	40%	1, 2, 3, 4, 5

Time referenced is time in Bangkok, Thailand

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 are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate.

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- Individual Essay

Assessment Type	Essay
Purpose	The purpose is to evaluate proficiency in preparing an essay using relevant theory and application to real-life examples of effective entrepreneurship within a global context.
Description	Profile three (3) entrepreneurs that interest or inspire you. Consider the personal characteristics of the individuals, the background in terms of family education and experience, the business environment when they launched their venture, the type of venture, and their current management style.
Weighting	25%
Length	2000 words (+/- 10%)
Due Date	Sunday of Week 5 by 11:59pm
Submission Method	Online – via Turnitin on CANVAS
Assessment Criteria	Overarching criteria for evaluation: <ul style="list-style-type: none"> - Conceptual clarity. - Logic and critical argumentation. - Structure. - Professionalism Detailed marking criteria to be provided.
Return Method	Online
Feedback Provided	Online – via returned work

Assessment 2 – Group Business Model Report

Assessment Type	Report
Purpose	The purpose is to evaluate proficiency in preparing a report using relevant theory and application to real-life corporate examples of effective business model practices within a global context
Description	Identify, describe and critically evaluate the predominate business model(s) employed within a corporation of your choice, utilising contemporary entrepreneurship and innovation management theory and practice
Weighting	35%
Length	3000 words (+/- 10%)
Due Date	Sunday of week 11 by 11:59pm
Submission Method	Online – via Turnitin on CANVAS
Assessment Criteria	Overarching criteria for evaluation: <ol style="list-style-type: none"> 1. Demonstrated links to corresponding concepts, theories, and models.

	2. Creativity, thoroughness, and accuracy of supporting information used.
	3. Clarity of expression and logic of argument.
	4. Applicability and concreteness of conclusions and recommendations.
Return Method	Online
Feedback Provided	Online – via returned work

Assessment 3 - Final Examination

Assessment Type	Formal Examination
Purpose	The purpose of the assessment is to evaluate a student's knowledge of entrepreneurship and innovation diversity models, concepts, and proficiency in their application.
Description	To complete this assessment students will undertake examination task(s) on a mix of topics covering those presented throughout the course in a formal examination. This course has a RESTRICTED OPEN BOOK 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.
Weighting	40%
Length	120 minutes
Due Date	Formal Examination Period
Submission Method	Formal Exam
Assessment Criteria	The following criteria will be used to assess your performance in the final exam: <ol style="list-style-type: none"> 1. Demonstrated understanding of theory and relevant concepts 2. Accuracy of information/argument. 3. Clarity of expression 4. Relevance of answer to the question.
Return Method	Not Returned
Feedback Provided	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 cannot be considered.

SYLLABUS

Course Content

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

1. Nature, theories and practice of entrepreneurship and innovation in their many settings
2. Key trends and practices in entrepreneurship and innovation
3. Independent entrepreneurship and innovation
4. Corporate entrepreneurship and innovation
5. Public sector entrepreneurship and innovation
6. Social (including not-for-profit, charitable and environmental) entrepreneurship and innovation
7. Family entrepreneurship and innovation
8. Contemporary issues in entrepreneurship and innovation, including but not limited to ethical, ethnic and gender issues
9. Relationships between entrepreneurship, innovation and management.

Course Materials

Required Text:

Mazzarol, T. (2019). Entrepreneurship: and innovation, T, readings and cases, 4th ed. Springer Verlag, Singapore, SG

This text may be supplemented with relevant course readings. You will be advised.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Entrepreneurship and Innovation Introduction (Ch 1)	To be advised	Class Discussion & Learning Activity.
2	The Entrepreneur and Innovator: mind and action (Ch 2)	To be advised	Class Discussion & Learning Activity.
3	The Entrepreneurial & Innovation Process, start-ups, new venture creation, and the role of creativity (Ch 3)	To be advised	Class Discussion & Learning Activity.
4	Corporate Entrepreneurship & Innovation management (Ch 4)	To be advised	Class Discussion & Learning Activity.
5	Planning and Strategy: introducing business models as a source of innovation (Ch 7)	To be advised	Class Discussion & Learning Activity. Assessment 1 due: Sunday of week 5 by 11:59pm
6	Small Firms, Family Business, Hidden Champions and Mittelstand Firms (Ch 5)	To be advised	Class Discussion & Learning Activity.
7	Adoption and diffusion of innovation: Fast growth & Gazelles, Unicorns & Scale-ups (Ch 6)	To be advised	Class Discussion & Learning Activity.
8	Technology, Technopreneurs & Disruptive Innovation (Ch 12)	To be advised	Class Discussion & Learning Activity.
9	Closed & Open innovation: Knowledge Exchange (Chesbrough Ch.1)	To be advised	Class Discussion & Learning Activity.
10	Public Sector, Social, Cooperative & Ethical Entrepreneurship (Ch 13)	To be advised	Class Discussion & Learning Activity.
11	Strategic partnering & Regional Innovation (refer reading list)	To be advised	Class Discussion & Learning Activity. Assessment 2 due: Sunday of week 11 by 11:59pm
12	International Entrepreneurship & Innovation (refer reading list)	To be advised	Class Discussion & Learning Activity.
13	Course Review	To be advised	

CONTACTS

School Offices

International School of Management

University of the Thai Chamber of Commerce, Bld 21
126 Vibhavadi Rangsit Road
Bangkok, Thailand 10400
ismundergraduate@utcc.ac.th

Newcastle Business School – Callaghan, Newcastle City & Online

NU Space
409 Hunter Street
Newcastle
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:

- MS Teams
- 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

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 Oral Examination Guidelines. 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.

**Adverse
Circumstances**

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>.

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 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.

© 2024 The University of Newcastle, Australia