



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>. Please consult the web for updates that may occur during the year.

### Description: Creativity, Innovation and Entrepreneurship

| Subject | Cat-nbr | Class | Term    | Mode | Units | Campus    |
|---------|---------|-------|---------|------|-------|-----------|
| MGT     | 3004    | 82040 | 6, 2008 | EXT  | 1.00  | Toowoomba |

|                                   |        |
|-----------------------------------|--------|
| <b>Academic group:</b>            | FOBUS  |
| <b>Academic org:</b>              | FOB004 |
| <b>Student contribution band:</b> | 3A     |
| <b>ASCED code:</b>                | 080301 |

### STAFFING

Examiner: Kim Southey  
Moderator: Ray Gordon

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

### SYNOPSIS

Leaders and managers in the new world economy need to harness, develop and preserve the capabilities of organisations to innovate and be entrepreneurial. This is because the ability to innovate and be entrepreneurial has become a powerful economic force across the globe and entrepreneurs and small business leaders constitute a significant contributing force to economic activity in general and job creation in particular. Entrepreneurship is not only about new ventures or small business organisations however. Organisations of all sizes and types are required to be more responsive and innovative in order to maintain or improve their competitiveness. Today's leaders and managers have to deliberately work towards establishing organisational environments that can unleash the creative potential and innovative thinking and abilities of all members of the organisation. Students of this course will be introduced to the challenges accompanying the entrepreneurial revolution. Theoretical and practical perspectives pertaining to creative thinking and behaviour are explored, laying the foundation for further learning about the organisational challenges related to innovation. Students are encouraged to search for ways creative ideas can be channelled into innovative organisational outcomes, such as 'new' value-adding services and/or products as well as other forms of organisational innovation and entrepreneurship such as 'intrapreneurship' (corporate entrepreneurship). This course helps students to integrate contemporary theory with practice and the 'real world' of entrepreneurship.

## OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment items that may be used to assess student achievement of an objective are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. understand the building blocks for corporate entrepreneurship (CMA Test, Assignment and Examination)
2. analyse the elements that contribute to the creation of an entrepreneurial organisation (CMA Test, Assignment and Examination)
3. analyse the obstacles to, and facilitators of, corporate entrepreneurship (Assignment and Examination)
4. understand and discuss the challenge of sustaining entrepreneurship within organisations (Assignment and Examination).

## TOPICS

|     | Description   | Weighting (%) |
|-----|---|---------------|
| 1.  | Building blocks of corporate entrepreneurship: company evolution and the need for innovation  | 7.00          |
| 2.  | Building blocks of corporate entrepreneurship: the nature of corporate entrepreneurship       | 7.00          |
| 3.  | Building blocks of corporate entrepreneurship: levels and forms of corporate entrepreneurship | 13.00         |
| 4.  | Building blocks of corporate entrepreneurship: contexts of corporate entrepreneurship         | 7.00          |
| 5.  | Creating the entrepreneurial organisation: the creative individual                            | 12.00         |
| 6.  | Creating the entrepreneurial organisation: the human resource management perspective          | 7.00          |
| 7.  | Creating the entrepreneurial organisation: corporate strategy                                 | 12.00         |
| 8.  | Creating the entrepreneurial organisation: organisational structure                           | 7.00          |
| 9.  | Creating the entrepreneurial organisation: organisational culture                             | 7.00          |
| 10. | Constraints on entrepreneurial performance  | 7.00          |
| 11. | Facilitators of entrepreneurial performance   | 7.00          |
| 12. | Sustaining entrepreneurial performance  | 7.00          |

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Morris, MH, Kuratko, DF & Covin, JG 2008, *Corporate entrepreneurship and innovation*, 2nd edn, Thomson South-Western, Mason, Ohio.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Bills, T & Genasi, C 2004, *Creative business: achieving your goals through creative thinking and action*, Palgrave Macmillan, Houndmills, UK.

Boyett, JH & Boyett, JT 2001, *The guru guide to entrepreneurship: a concise guide to the best ideas from the world's top entrepreneurs*, John Wiley & Sons, New York.

Dollinger, MJ 2008, *Entrepreneurship: strategies and resources*, 4th edn, Marsh Publications, Lombard, Illinois.

Flamholtz, EG & Randle, Y 2000, *Growing pains: transitioning from an entrepreneurship to a professionally managed firm*, Jossey-Bass, San Francisco, California.

Henry, J (ed) 2006, *Creative management and development*, 3rd edn, Sage Publications, London.

Mauzy, J & Harriman, R 2003, *Creativity, inc building an inventive organization*, Harvard Business School Press, Boston, Massachusetts.

O'Malia, TJ & Whistler, MH 2003, *The entrepreneurial journey*, Thomson/South-Western, Mason, Ohio.

Reynolds, W, Williams, A & Savage, W 2000, *Your own business: a practical guide to success*, 3rd edn, Nelson, South Melbourne, Victoria.

Schaper, M & Volery, T 2006, *Entrepreneurship and small business: a Pacific Rim perspective*, 2nd edn, John Wiley & Sons, Milton, Queensland.

Tidd, J, Bessant, J & Pavitt, K 2005, *Managing innovation: integrating technological market and organizational change*, 3rd edn, John Wiley & Sons, New York.

Timmons, JA & Spinelli, S Jr 2007, *New venture creation: entrepreneurship for the 21st century*, 7th edn, McGraw-Hill/Irwin, Boston, Massachusetts.

Von Stamm, B 2008, *Managing innovation, design and creativity*, 2nd edn, John Wiley & Sons, Hoboken, New Jersey.

## STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY       | HOURS |
|----------------|-------|
| Assessments    | 55.00 |
| Directed Study | 95.00 |
| Private Study  | 15.00 |

## ASSESSMENT DETAILS

| Description        | Marks out of | Wtg (%) | Due date               |
|--------------------|--------------|---------|------------------------|
| CMA TEST           | 10.00        | 10.00   | 13 Oct 2008            |
| WRITTEN ASSIGNMENT | 100.00       | 40.00   | 24 Nov 2008            |
| 2 HOUR EXAMINATION | 50.00        | 50.00   | END S6<br>(see note 1) |

### NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded. No assignments will be accepted after model answers have been posted.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is a closed examination in this course. Candidates will only be permitted to bring writing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at

<<http://www.usq.edu.au/corporateservices/calendar/part5.htm>>. Students should also read the Faculty of Business Policies and Procedures which can be found at <<http://www.usq.edu.au/business/aboutfob.htm>>.

## **ASSESSMENT NOTES**

- 1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner to negotiate such special arrangements. (vi) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in the assignments or the examination.

## **OTHER REQUIREMENTS**

- 1 Students are required to have access to email and Internet access to USQConnect for this course.
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