



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: Entrepreneurship, Innovation and Creativity

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MGT	8040	91201	2, 2009	WEB	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: Ray Gordon  
Moderator: Ben Swanepoel

### OTHER REQUISITES

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

### SYNOPSIS

The new world economy requires nations to harness, develop and preserve their capabilities to innovate and to be entrepreneurial. Mention is frequently made of the 'entrepreneurial revolution', signifying the fact that the ability to innovate and be entrepreneurial has become a powerful economic force across the globe. Entrepreneurial endeavour is a prerequisite for economic growth and entrepreneurs and small business leaders constitute a significant contributing force to economic activity in general and job creation in particular. However - entrepreneurship is not only about new ventures or small business organisations. An increasingly volatile and global environment is forcing organisations from small to extremely large to be more responsive and innovative in order to maintain or improve competitiveness internationally. The leaders and managers of organisations, therefore, have to deliberately work towards establishing organisational environments that are well aligned with this new environment. This calls for managerial and leadership competencies that can unleash the creative potential and individual and collective innovative thinking and capabilities of all organisational members and stakeholders. This course is aimed at developing the entrepreneurial capabilities of current and future leaders and managers, with a particular emphasis also on their creative and innovative abilities. Through developing their knowledge and understanding of entrepreneurial endeavour and enhancing their capabilities to be creative and innovative, this course serves to lay the foundation for enhancing the chances of entrepreneurial success in the new world economy.

### OBJECTIVES

On successful completion of this course, students should be able to:

1. appreciate and understand the role, nature and value of entrepreneurship and the challenges related to entrepreneurial endeavour
2. analyse and apply relevant principles to promote creativity and innovation for the benefit of existing or new organisations
3. demonstrate an understanding of and insight into the challenges related to planning for an initiating entrepreneurial endeavours
4. utilise creative and innovative ability to enhance the chances of being successful at leading entrepreneurial endeavours and organisational innovation
5. consistently apply academic norms and practices underpinning academic integrity
6. conduct research to find possible solutions to problems
7. apply Harvard referencing system to enhance written presentation
8. understand and apply research process including internet, library catalogue and range of databases
9. compose a piece of writing that adheres precisely to disciplinary or professional conventions
10. evaluate and predict the impact of different cultures on norms and practices within the management discipline
11. demonstrate capacity to design and carry out their own research project.

## TOPICS

	Description	Weighting (%)
1.	Understanding the nature and challenges of entrepreneurship	10.00
2.	Creativity	20.00
3.	Innovation	20.00
4.	Planning for, initiating and growing entrepreneurial ventures	50.00

## 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).

There are three textbooks prescribed for this course. The DeGraff & Lawrence text and the Schaper & Volery text have been specifically arranged into a 'value pack' in order to lower the price/cost thereof. This value pack can be purchased at a substantial discounted price from the USQ Bookshop.

Australian Institute of Management 2004, *Innovation and imagination at work*, 2nd edn, McGraw-Hill, Sydney.

(This textbook is to be purchased separately and is not part of the 'value pack'.)

DeGraff, J & Lawrence, K 2002, *Creativity at work: developing the right practices to make innovation happen*, Jossey-Bass, San Fransisco.

Schaper, M & Volery, T 2004, *Entrepreneurship and small business: a Pacific Rim perspective*, Wiley, Milton, Queensland.

## 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 2003, *Creative business: achieving your goals through creative thinking and action*, Palgrave MacMillan, New York.

Bygrave, WD & Zacharakis, A (eds.) 2004, *The portable MBA in entrepreneurship: case studies*, 3rd edn, John Wiley & Sons, Hoboken, New Jersey.

Byrd, J & Brown, PL 2003, *The innovation equation: building creativity and risk taking in your organization*, Jossey-Bass/Pfeiffer, San Francisco.

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

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

Hisrich, RD, Peters, MP & Shepherd, DA 2008, *Entrepreneurship*, 7th edn, McGraw-Hill Irwin, Boston, Massachusetts.

Kuratko, DF & Hodgetts, RM 2007, *Entrepreneurship: theory, process, practice*, 7th edn, Thomson South-Western, Mason, Ohio.

Lambing, PA & Kuehl, CR 2007, *Entrepreneurship*, 4th edn, Pearson Prentice Hall, Upper Saddle River, New Jersey.

Mayle, D (ed) 2006, *Managing innovation and change*, 3rd edn, Sage, London.

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

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

Schaper, M & Volery, T 2004, *Entrepreneurship and small business: a Pacific Rim perspective*, John Wiley & Sons, Milton, Queensland.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 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, Hoboken, New Jersey.

Zimmerer, TW, Scarborough, NM & Wilson, D 2007, *Essentials of entrepreneurship and small business management*, 5th edn, Prentice Hall, Upper Saddle River, New Jersey.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	60.00
Directed Study	75.00
Private Study	25.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1	100.00	40.00	16 Aug 2009	1, 5, 6, 7, 8, 9, 10		
ASSIGNMENT 2	100.00	60.00	18 Oct 2009	2, 3, 4, 5, 6, 7, 8, 9		

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this course. However, it is the students' responsibility 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.
- 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 no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Not applicable.
- 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 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 item

- 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 not accept submission of assignments by facsimile. (v) 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 any aspects of assignments assessing those topics.
  - 3 Word length for assignments: Where a word length is set for an assignment, then students must not exceed the word length by greater than 10% of the word limit. Where a student exceeds the word length by greater than 10% of the word limit, a penalty of 10% of the available marks for the assignment will apply.
  - 4 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

## **OTHER REQUIREMENTS**

- 1 Students are required to access the MGT8040 discussion forums, particularly the announcements forum from the examiner accessible via the course home page via UConnect on a regular basis. This is the official communication centre for this course.
  - 2 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
  - 3 All written assessments are to be lodged electronically in EASE via the MGT8040 course Website in UConnect. Hard copies are NOT acceptable as all assignments are marked and managed electronically.
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