The University of Southern Queensland

Course specification

Description: Entrepreneurship, Innovation and Creativity

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<td>MGT</td>
<td>8040</td>
<td>38302</td>
<td>3, 2004</td>
<td>EXT</td>
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Academic group: FOBUS
Academic org: FOB003
Student contribution band: 2
ASCED code: 080301

STAFFING
Examiner: Ben Swanepoel
Moderator: Ray Gordon

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
As a result of studying 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 and initiating entrepreneurial endeavours; and
4. utilise creative and innovative ability to enhance the chances of being successful
at leading entrepreneurial endeavours and organisational innovation.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Understanding the nature and challenges of entrepreneurship</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Creativity</td>
<td>20.00</td>
</tr>
<tr>
<td>3. Innovation</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Planning for, initiating and growing entrepreneurial ventures</td>
<td>50.00</td>
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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,

(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


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.

STUDENT WORKLOAD REQUIREMENTS:

<table>
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<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
<td>60.00</td>
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<tr>
<td>Directed Study</td>
<td>75.00</td>
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<tr>
<td>Private Study</td>
<td>25.00</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>ASSIGNMENT 1</td>
<td>100.00</td>
<td>40.00</td>
<td>10 Dec 2004</td>
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<td>ASSIGNMENT 2</td>
<td>100.00</td>
<td>60.00</td>
<td>31 Jan 2005</td>
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IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa. For all other students, 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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

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 40% in each of the summative assessments (the two assignments) and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the 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 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

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 five days if required by the Examiner. (iii) The Examiner may grant an extension of the due date of an assignment in extenuating circumstances. Students may apply for an extension in the event of extraordinary circumstances TWO WEEKS before the due date (unless sudden and unforeseen circumstances may have made it impossible to do so two weeks before the due date). Such applications should be
in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Examiner. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The Examiner will not accept submission of assignments by facsimile. (vi) 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. (vii) 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.