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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<tr>
<td>MGT</td>
<td>8040</td>
<td>70171</td>
<td>3, 2007</td>
<td>WEB</td>
<td>1.00</td>
<td>Toowoomba</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080301

STAFFING
Examiner: 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
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
The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. 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 (Assignment 1, Assignment 2)
2. analyse and apply relevant principles to promote creativity and innovation for the benefit of existing or new organisations (Assignment 1, Assignment 2)
3. demonstrate an understanding of and insight into the challenges related to planning for an initiating entrepreneurial endeavours (Assignment 1, Assignment 2)
4. utilise creative and innovative ability to enhance the chances of being successful at leading entrepreneurial endeavours and organisational innovation (Assignment 1, Assignment 2).

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Understanding the nature and challenges of entrepreneurship</td>
<td>10.00</td>
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<tr>
<td>Creativity</td>
<td>20.00</td>
</tr>
<tr>
<td>Innovation</td>
<td>20.00</td>
</tr>
<tr>
<td>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, McGraw-Hill, Sydney.

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


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>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
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<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>100.00</td>
<td>40.00</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>100.00</td>
<td>60.00</td>
<td>01 Feb 2008</td>
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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 Policies and Procedures which can be found at

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.
OTHER REQUIREMENTS

1. Students are required to access the MGT8040 Intranet mail accessible via USQConnect on a regular basis. This is the official communication centre for this course.

2. All students are expected to have access to an IBM or equivalent computer and the Internet. Details of the Faculty of Business minimum requirements can be found at http://www.usq.edu.au/handbook/current/busgeninfo.html

3. All written assessments are to be lodged electronically via the MGT8040 course Website in USQConnect. Final details on the actual procedure will be provided to students at the commencement of the semester via the Intranet mail and discussion forums in the MGT8040 course Website.