



COURSE OUTLINE

ENT211 Igniting Entrepreneurial Talent

Course Coordinator: Anthony Grace (agrace@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast
USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course ignites your entrepreneurial talent by developing your innovation and entrepreneurial skills to propose a start-up idea and then test the viability of that in the form of a new venture. The ability to identify and act on a promising opportunity as well as how to scope and develop these opportunities is critical for a new venture. This course will enable you to discover your unique talent for entrepreneurship as well as ensuring the proposed business model fits the identified opportunity.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop – In-class tutorial	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop – Interactive zoom tutorial	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

- Topic 1: The decision to become an entrepreneur
- Topic 2: Recognizing entrepreneurial opportunities
- Topic 3: Generating ideas
- Topic 4: Feasibility analysis
- Topic 5: Developing an effective business model
- Topic 6: Industry and competitor analysis
- Topic 7: Writing a business plan
- Topic 8: Preparing the proper ethical and legal foundation
- Topic 9: Assessing a new venture's financial strength and viability
- Topic 10: Building a new venture team
- Topic 11: Getting financing or funding

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Identify an opportunity and construct a feasible business idea which has the potential to develop into a new venture.	Creative and critical thinker	PC1 - Communication PC3 - Creative and Critical Thinking PC6 - Career-ready
2 Illustrate the organisational processes and business model necessary for the establishment of a new venture.	Knowledgeable	PC1 - Communication PC3 - Creative and Critical Thinking
3 Analyse entrepreneurial strengths and weaknesses as a basis for developing a feasible business model.	Empowered	PC1 - Communication PC6 - Career-ready

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Week 2's learning activities will provide an opportunity for you to apply the theory you have learnt and receive formative feedback during Week 3's workshop to prepare you for Task 2's activities.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Quiz/zes	Individual	10%	15 minutes	Week 4	Online Test (Quiz)
All	2	Portfolio	Individual	45%	2,000 words	Week 8	Online Assignment Submission with plagiarism check
All	3	Report	Individual	45%	2,200 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Quiz

GOAL:	Demonstrate your understanding of fundamental entrepreneurial concepts.	
PRODUCT:	Quiz/zes	
FORMAT:	This is an individual assessment conducted on line.	
CRITERIA:	No.	Learning Outcome assessed
	1	Demonstrated knowledge and application of basic entrepreneurship concepts and definitions
	2	Assessment criteria are mapped to the course learning outcomes. 1 2 3

All - Assessment Task 2: Personal Portfolio: Me as an Entrepreneur

GOAL:	Develop a broader understanding of how your interests and talents fits with different types of entrepreneurship and career-directions that might interest you.
PRODUCT:	Portfolio
FORMAT:	This is an individual assessment to be submitted in Week 8, it will draw on the online and workshop activities completed in the early weeks of the semester. More information will be provided in class and on the course Blackboard site.

CRITERIA:	No.	Learning Outcome assessed
	1	The portfolio will be assessed on the following criteria: reflection on personal entrepreneurial potential
	2	assessment of the opportunity in the case study scenario and context
	3	appreciation of an entrepreneurship type
	4	evaluation of disruptive innovation in your field
	5	comparison of entrepreneurial pathways
	6	communication and presentation
	7	demonstrated creativity and originality

All - Assessment Task 3: Report The Opportunity and Feasibility of the venture concept

GOAL:	Prepare a feasibility report to assess a potential venture concept and fit with an opportunity.	
PRODUCT:	Report	
FORMAT:	This is an individual assessment. The feasibility study should be prepared as a word document. Details are given in class and on the course Blackboard site.	
CRITERIA:	No.	Learning Outcome assessed
	1	The feasibility report will be assessed on the following criteria: communication and report writing
	2	demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions
	3	demonstrated knowledge and application of entrepreneurship opportunity assessment frameworks
	4	articulation of the business model of the proposed venture concept
	5	determination of the feasibility of the proposed venture concept
	6	attractiveness of the venture concept and justification for why it should receive stakeholder support
	7	recommendation of actions to further strengthen the venture concept before developing a business plan for the potential venture.

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Bruce R. Barringer, R. Duane Ireland	2019	Entrepreneurship: Successfully Launching New Ventures	Pearson

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au