USC

Course Outline	

Code: ENT221
Title: Venture Growth and Innovation

School:	Business
Teaching Session:	Semester 2
Year:	2020
Course Coordinator:	Dr Preston Teeter
Course Moderator:	Dr Peter Jenner

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 gives you insight into factors for matter for innovation and sustainable entrepreneurial growth of a venture. You will explore different types and patterns of innovation and how this facilitates growth. By strategically approaching growth through organic, alliance and franchising approaches, you will develop your entrepreneurial skills and learn how to set a venture up for raising funds and exiting that venture. Using a teamwork laboratory style of "think, play, evaluate and recommend" you will increase your insight into new venture growth and innovation.

1.2   Field trips, WIL placements or activities required by professional accreditation
N/A

2.   What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

3.   What is the unit value of this course?

12 units

4.   How does this course contribute to my learning?

| Specific Learning Outcomes
On successful completion of this course, you should be able to: | Assessment tasks
You will be assessed on the learning outcomes in task/s: | Graduate Qualities or Professional Standards mapping
Completing these tasks successfully will contribute to: |
|---|---|---|
| Identify important factors for the operation and growth of a venture. | 2 and 3 | Creative and critical thinkers.
Career-ready (Knowledgeable). |
| Develop and recommend an effective strategy to achieve growth through innovation. | 2 and 3 | Communication (Empowered) |
| Demonstrate an understanding of entrepreneurial growth dilemmas and recommend resolutions. | 1, 2 and 3 | Creative and critical thinkers. |

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   Enrolment restrictions

Nil

5.2   Pre-requisites

Nil

5.3   Co-requisites

Nil

5.4   Anti-requisites

Nil

5.5   Specific assumed prior knowledge and skills (where applicable)

It is recommended that you have basic knowledge of business concepts.

6.   How am I going to be assessed?

6.1   Grading scale

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

6.2   Details of early feedback on progress

Formative feedback will be provided through workshop discussions and through the discussion board learning activities.

6.3   Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Oral	Individual	15%	3 minutes	Week 5	Online Assignment Submission with Plagiarism check
2	Case Study	Individual	40%	1,500 words	Week 9	Online Assignment Submission with Plagiarism check
3	Report	Individual	45%	2,000 words maximum	Week 13	Online Assignment Submission with Plagiarism check
			100%			

Assessment 1: Oral: Video submission

Goal:	To demonstrate your knowledge of how technological innovation creates opportunities for entrepreneurial growth. Your 3-minute video submission will be supported by credible theory, industry statistics and reports.
Product:	Written Piece
Format:	This is an individual assessment task where you are required to record and submit a video (similar to a video blog or vlog). Further detail is provided in the assessment area in Blackboard.
Criteria:	• Knowledge of the technological innovation concepts and their relevance for entrepreneurial growth. • Demonstrate understanding of the complexities of growing a venture through technological innovation. • Capacity to develop and articulate arguments which are informed with evidence to demonstrate your understanding and arrive at insights. • Develop digital literacy skills for communication and information sharing.

Assessment Task 2: Case Study: Analyse a venture growth case, analyse the dilemmas and recommend solutions.

Goal:	To develop insight into entrepreneurial growth challenges and the resolution there-of.
Product:	Case Study
Format:	Individual assessment in the form of a written case analysis. Lectures and tutorial activities in Weeks 2 to 8 will provide the foundation and skills needed for this assessment. Details are provided on the course Blackboard site.
Criteria:	• Knowledge and identification of the appropriate entrepreneurship growth challenge and resolution. • Critical analysis of the relevant strategy, market, intellectual property, or internal operational issue, using relevant data sources. • Demonstrate critical thinking to evaluate appropriate solutions to the identified growth challenge. • Propose an appropriate solution to the identified issue. • Clarity of communication and presentation of written answers, including appropriate expression, discipline-based vocabulary, grammar, spelling and punctuation.

Assessment Task 3: Report: What factors are critical to address when growing an entrepreneurial venture?

Goal:	To determine factors, under the entrepreneur's control, influencing the sustainable growth of a venture, based on theory, guest speaker insights and case discussions.
Product:	Report
Format:	This is an individual assessment. Details are provided on the course Blackboard site.
Criteria:	• Identification and critical analysis of the factors relevant to growing an entrepreneurial venture. • Knowledge of the relevant theory through the review of credible sources. • Develop arguments related to the controllable factors that influence the sustainable growth of an entrepreneurial venture. • Evaluate the relative importance of these factors and recommend courses of action to entrepreneurial ventures seeking to grow. • Clarity of communication and presentation of written answers, including appropriate expression, discipline-based vocabulary, grammar, spelling and punctuation.

7.   Directed study hours

This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020.

When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.

Student workload is calculated at 12.5 learning hours per one unit.

Each week:
- •   1 hour on-line lecture
- •   1 hour interactive tutorial
- •   1 hour digital content
- •   9.5 hours independent study (including assessment work)

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

Please note that 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 as they are required:

Author	Year	Title	Publisher
Trott, P.	2016	*Innovation Management and New Product Development, 6th Edition*	Pearson United Kingdom
Weekly readings and online learning activities as prescribed in the Learning Materials on the ENT221 Blackboard site.			

8.2   Specific requirements

Nil.

9.   How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student 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. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module 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

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
a)   The final mark is in the percentage range 47% to 49.4%
b)   The course is graded using the Standard Grading scale
c)   You have not failed an assessment task in the course due to academic misconduct

10.3   Assessment: Submission penalties

Late submission of assessment tasks will 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 and supply the required documentation to negotiate an outcome.

10.4   Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5   Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, AccessAbility Services can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to Student Hub, email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6   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

10.7   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

Appendix 1   Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1	Venture growth and growth challenges	Please refer to Section 7 for details.
2	Growing through innovation Systems of innovation and technology diffusion	Please refer to Section 7 for details.
3	Managing innovation within firms	Please refer to Section 7 for details.
4	Process innovation and managing intellectual property	Please refer to Section 7 for details.
5	Turning technology into business: Managing organisational knowledge	Please refer to Section 7 for details.
6	Managing research and development	Please refer to Section 7 for details.
7	Open innovation and technology transfer	Please refer to Section 7 for details.

8	Growth strategies: product management, new markets and diversification	Please refer to Section 7 for details.
9	Growth through franchising	Please refer to Section 7 for details.
10	Raising funds for growth and growth through strategic alliances, collaboration and networks	Please refer to Section 7 for details.
11	Entrepreneurial exits and investor criteria for 'investable' ventures	Please refer to Section 7 for details.
12	Failure and entrepreneurial learning	Please refer to Section 7 for details.
13	Revision	Self-directed study

Please note that the course activities may be subject to variation.

Mid Semester Break:
28th September 2020-4th October 2020 (Between Week 10 and Week 11)

Public Holidays
Queen's Birthday - Monday 5th Oct 2020 (Week 11)