

Course Outline

Code: ENT321

Title: Venturing in Action

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| School: | Business |
| Teaching Session: | Semester 2 |
| Year: | 2020 |
| Course Coordinator: | Dr Anthony Grace |
| Course Moderator: | Dr Preston Teeter |

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

The future of every community lies in capturing the passion, imagination and resources of its people. Venturing in Action provides you with an in-depth understanding of the processes involved in developing innovation and value to ensure enterprises are sustainable. The value may be in the form of new goods and services, improved processes or opportunities from networks. You will gain experience and confidence through the development of your entrepreneurial potential and skills, by working with local ventures and emerging enterprises to enhance the value that they offer to communities.

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

N/A

2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th 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: |
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| Analyse an emerging venture holistically to understand the opportunities and challenges of developing a venture. | 1 and 3 | Creative and critical thinkers. Community conscious (Ethical) |
| Develop a project management plan to develop relevant deliverables to address the venture opportunities' fit with the entrepreneur, environment and venture operation. | 1 and 2 | Collaboration (Engaged) Teamwork |
| Apply the relevant theory and practice needed to implement deliverables within the emerging ventures. | 2 | Communication (Empowered) Creative and critical thinkers. |
| Confidently present, implement and measure the impact of a deliverable for venture sustainability, focused on delivering community benefits. | 2 and 3 | Career-ready (Knowledgeable) Community conscious (Sustainability-focused) |
| Demonstrate an understanding of effectively managing and working in teams in a business context. | 2 | Teamwork Collaboration |

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 assumed students will have a basic knowledge of the way enterprises and organisations function and create value for their customers.

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 in-class workshop discussions, and rubrics will be used for online written assessments.

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, and Written Piece | Group | 20% | SEE Model Analysis 12 slides; supported by self and peer review, and 300 words action plan. | Week 4 | Online Assignment Submission with Plagiarism check |
| 2 | Journal | Group | 35% | 2,000 words Supported by self and peer review | Week 9 | Online Assignment Submission with Plagiarism check |
| 3 | Report | Individual | 45% | 1500 words, deliverable artefact and WIL partner report | Week 13 | Online Assignment Submission with Plagiarism check |
| | | | 100% | | | |

Assessment Task 1a: Holistic analysis of venture

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| Goal: | To use the Supporting Emerging Enterprises (SEE) or Business Model Canvas (BMC) model to analyse the assigned venture and identify deliverables for enterprise development. |
| Product: | Oral and Written Piece |
| Format: | This is a group presentation, accompanied by project plan and letter of agreement. Details available on the course Blackboard site. |
| Criteria: | <ul style="list-style-type: none"> Holistic analysis of the venture, based on the SEE or BMC model, structured in the presentation Demonstrable depth and breadth of understanding of venture development priorities and opportunities Critical analysis of team skills and entrepreneur's skills to achieve priorities Clarity, logic and flow of arguments presented, with appropriate verbal and non-verbal presentation skills Knowledge and application of effective group processes, through group diary of meetings, attendance and actions. Equal contribution of team members to the group, based on self and peer review |

Assessment Task 2: Journal: Group process and deliverable(s) progress

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| Goal: | To demonstrate appropriate group processes to achieve milestones set towards deliverable completion. |
| Product: | Journal |
| Format: | <p>This is a group assessment. Details of the journal components are provided on the course Blackboard site.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed:</p> <p>Program Learning Objective 2 - Demonstrate an understanding of effectively managing and working in teams in a business context.</p> |

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| Criteria: | <ul style="list-style-type: none"> • Understanding of the theoretical principles and methods related to the deliverables • Project planning and weekly progress, using milestones toward useful deliverables for the venture. • Realism of project plan and potential impact and fit of deliverable for the venture • Reflection on the knowledge and application of group processes, evidenced through self and peer review. • Recognition and acknowledgement of strengths, skills and contributions of team members, evidenced through self and peer review. • Equal contribution of team members to the group, based on self and peer review • self and peer assessment • group diary of meetings, attendance and actions |
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Assessment Task 3: Report for client: Deliverable and implementation

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| Goal: | To produce an external report for the venture owner (WIL partner) describing the need for, method followed, deliverable as result, and implementation by the client, as well as showcasing the deliverable artefact, which meets their expectations. |
| Product: | Report |
| Format: | This is an individual assessment, which includes the WIL partner assessment of performance. Details available on the course Blackboard site. |
| Criteria: | This report and presentation will be assessed on the following criteria: <ul style="list-style-type: none"> • Credibility of research on which deliverable(s) are based • Evidence of quality of deliverable(s) and impact for the venture • Appropriate analysis and implementation of deliverables • Deliverable met WIL partner's (venture owner's) expectations in being useful, relevant and value-adding • Relevancy of recommendations for future development • Clarity and professionalism of communication (interpersonal and written) |

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: Weekly readings and online activities as prescribed in Learning Materials on the ENT321 Blackboard site
Note: There is no specific text prescribed for this course.

8.2 Specific requirements

N/A

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 | Introduction to course Team formation and organisation Meet the emerging enterprises | Online activity and Independent Study |
| 2 | The team: set-up, organisation, personal skills, team skills and project proposal Way of working | Online activity and Independent Study Meet with WIL partner |
| 3 | Finalise SEE model, gain deep understanding Possible deliverables, team skill sets and project planning | Online activity and Independent Study Meet with WIL partner |
| 4 | Task 1 presentations, online submission of written component | Online activity and Independent Study Review feedback with WIL partner |
| 5 | Project planning and implementation Customer development and collecting feedback: Interviews vs. Surveys | Online activity and Independent Study Finalise project plan with WIL partner |
| 6 | Data Collection and analysis when working with clients Social media – building customer relationships and customer development | Online activity and Independent Study Meet with WIL partner |
| 7 | Website Design, E-commerce and Distribution Deliverable progress Public Relations for the emerging enterprise | Online activity and Independent Study Meet with WIL partner |
| 8 | Marketing Value propositions, customer segments and Public Relations | Online activity and Independent Study Meet with WIL partner |
| 9 | Finance needs: Crowdfunding Grants and alternative funding opportunities Channels and Customer Relationships | Online activity and Independent Study Review progress |
| 10 | Outcomes, resources, activities and costs Partners, Suppliers and the value chain | Online activity and Independent Study Meet with WIL partner |
| 11 | Deliverable evaluation and assessment of value | Online activity and Independent Study Meet with WIL partner |
| 12 | Submit Final Report and make changes | Online activity and Independent Study |
| 13 | Review: Presentations to WIL partners | Online activity and Independent 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)