USC

COURSE OUTLINE

MGT731 Entrepreneurship and Business Model Innovation

Course Coordinator: Vikki Schaffer (vschaffe@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Session 1

USC Sunshine Coast	**BLENDED LEARNING**	Most of your course is on campus but you may be able to do some components of this course online.
Online	**ONLINE**	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

Increasing customer expectations, emerging technologies, and agile competitors drive businesses to explore approaches to retain and sustain a competitive advantage and capitalise on new opportunities. In response, this course takes a practical approach to entrepreneurship and business model innovation. This course covers a variety of methods to generate ideas, to design and gather support ,and propose ways to integrate, assess and evaluate entrepreneurial endeavours.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive learning guides	1hr	Week 1	13 times
Tutorial/Workshop 1 – In-class workshop	2hrs	Week 1	12 times
Information session – Task information session	1hr	Not applicable	2 times
ONLINE			
Learning materials – Interactive learning guides	1hr	Week 1	13 times
Tutorial/Workshop 1 – Interactive zoom workshop	2hrs	Week 1	12 times
Information session – 2 x 1 hour sessions to offer outlines/information and respond to course and assessment questions.	1hr	Not applicable	2 times

1.3.   Course Topics
- Exploring corporate innovation and business model innovation
- Business Model Frameworks
- Disruptive Innovation
- Creating and articulating value through business model innovation
- Business model ecosystems
- Entrepreneurial influences on business model innovation
- Market-driven business model innovation
- Technology-driven business model innovation
- Operations-driven business model innovation
- Platform based business models
- Open innovation
- Socially responsible and sustainable business models

2.   What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

3.   What is the unit value of this course?

12 units

4.   How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING Association to Advance Collegiate Schools of Business
1 Evaluation of organisational issues effectively presented as a suitable digital communication format to present, share and communicate in a business context.	Knowledgeable Creative and critical thinker	PC1 - Communication
2 Capacity to develop and articulate advanced arguments which are informed and grounded to arrive at insights into an area of interest.	Knowledgeable Creative and critical thinker Engaged	PC3.1 - Problem Solving
3 Develop recommendations to ensure the sustainability of the suggested initiatives as well as suggestions to improve the entrepreneurial climate within an organisation/team.	Creative and critical thinker Engaged	PC3.1 - Problem Solving
4 Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions.	Creative and critical thinker	PC3 - Creative and Critical Thinking
5 Development and articulation of advanced arguments which are informed and grounded to arrive at insights into an area of interest.	Creative and critical thinker Engaged	PC1.1 - Written Communication
6 Development of organisation and structure of written content in digital and written formats	Knowledgeable Creative and critical thinker	PC1 - Communication

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

Enrolled in any PGRD Program

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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

Management Experience.

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

The students are expected to actively participate in workshop discussions. They will receive and can seek formative feedback from the lecturer on a regular basis. An essay task is scheduled for week 4, which provides additional opportunity to synthesise learning progress and identify areas for improvement.

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	Artefact - Professional	Individual	45%	approx. 2500 words	Week 3	Online Assignment Submission with plagiarism check
All	2	Report	Individual	55%	approx. 3,500 words	Week 7	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Evaluating and Communicating BM innovation using BMC

GOAL:	The goal of this task is to identify an existing business/organisation, complete a business model canvas (BMC) based on the chosen business/organisation to evaluate innovation. Linked to relevant SDG/s, identify current challenges and issues potentially inhibiting innovation. Clearly state the implications of the existing, and suggest the first step towards adopting, more innovation practices.
PRODUCT:	Artefact - Professional
FORMAT:	Your task is to present your findings as an internal communication relevant to all staff. Detailed information will be provided on the information sheet.

CRITERIA:	No.		Learning Outcome assessed
	1	Evaluation of organisational issues effectively presented in suitable digital communication tools to present, share and communicate in a business context	1
	2	Demonstration of critical and creative thinking to identify and solve business problems and arrive at innovative solutions.	4
	3	Developing relevant organisation and structure in a written content (digital communication)	6
	4	Advancing the articulation of informed and grounded arguments to derive insight in the area of interest.	5

All - Assessment Task 2: Analyse and recommend initiatives for corporate entrepreneurship and innovation

GOAL:	The goal of this report is to assess and critically evaluate a business/organisation's approach to corporate entrepreneurship. Critically evaluate the business/organisation's current situation and outline the innovation strategy approach taken to date as related to market, technology or operationally driven with relevant examples. To identify and rank three (3) SMART initiatives, and if and how each could enhance/take advantage of/introduce an ecosystem-based business model. To specify the sustainability-based strategies that could be employed, with relevant examples. For the most relevant initiative (the one you ranked as #1), provide two (2) recommendations needed to address the disruption the innovative initiatives may create.
PRODUCT:	Report
FORMAT:	This task is to be submitted as a report, suitable for an industry audience. Detailed information will be provided in the information sheet. This task is being measured towards Assurance of Learning: PLG1: Communication: Develop graduates with advanced communication skills in a business context. PLO1.1: Demonstrate advanced written communication skills in a business context.

CRITERIA:	No.		**Learning Outcome assessed**
	1	Develop and articulate advanced arguments which are informed and grounded to arrive at insights into an area of interest.	2
	2	Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions.	4
	3	Developing relevant organisation and structure in a written content (written communication)	6
	4	Develop recommendations to ensure the sustainability of the suggested initiatives as well as suggestions to improve the entrepreneurial climate within a business/organisation.	3

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

There are no required/recommended resources for this course.

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

Eligibility for Supplementary Assessment

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