BMA334
ENTREPRENEURSHIP AND INNOVATION
HKUE

Semester 2, 2019

Unit Outline

Unit Coordinators
A/Prof Stuart Crispin & Dr Rose Lam
CONTACT DETAILS

Unit coordinator

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Skype: scrispin
Room location and number: Room 113, Centenary Building, Sandy Bay
Consultation hours: By Appointment

Other teaching staff

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Room location and number: HKUE
Consultation hours: By Appointment
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WHAT IS THE UNIT ABOUT?

Unit description

This unit will enable you to develop an understanding of entrepreneurship and innovation in the development of business ventures. Innovation is now seen as central to the development of business, economy and society. We will explore the relationship between entrepreneurship and innovation, the process of innovation development, and the risks associated with entrepreneurship and innovation.

Intended Learning Outcomes

On completion of this unit, you will be able:

1. To evaluate critically the theories and concepts of innovation.
2. To apply knowledge of the theories and concepts of entrepreneurship and innovation to development of a new business concept.
3. To use entrepreneurship theory and independent research to assess contemporary issues in new venture development and commercialisation.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

N/A

Prior knowledge &/or skills

No changes have been made to this unit.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Task 1: End of Module Tests</td>
<td>Ongoing</td>
<td>30%</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>Assessment Task 2: Innovation Audit</td>
<td>11 October</td>
<td>30%</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 3: Exam</td>
<td>Exam Period</td>
<td>40%</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1: End of Module Tests

Task description

At the end of each learning module for this unit you will be required to complete an online assessment test. This test will involve a mix of multiple choice, true-false, short and long answer questions.

Criterion Number | Criterion Description                                                                 | Measures ILO: |
------------------|----------------------------------------------------------------------------------------|----------------|
1                 | Compare, contrast and evaluate theories and concepts of entrepreneurship and innovation | LO1            |
2                 | Recall knowledge of entrepreneurship and innovation                                    | LO2            |

Task length

One hour per test

Due by date

Module 1 Test – 9.00am on Monday 29 July to 2.00pm on Sunday 4 August.
Module 2 Test - 9.00am on Monday 12 August to 2.00pm on Sunday 18 August.
Module 3 Test - 9.00am on Monday 26 August to 2.00pm on Sunday 1 September.
Module 4 Test - 9.00am on Monday 16 September to 2.00pm on Sunday 22 September.
Module 5 Test - 9.00am on Monday 23 September to 2.00pm on Sunday 6 October.
Module 6 Test - 9.00am on Monday 14 October to 2.00pm on Sunday 20 October.
Assessment task 2: Innovation Audit

Task description

The purpose of this assessment item is to get you to apply your understanding of entrepreneurship and innovation to review the innovation potential of a real-world business. To complete this assessment task, you will need to select a business and audit their past innovation performance and their future innovation potential. In doing so you will need to use the Innovation audit guidelines available from MyLO. You will need to conduct extensive research on your chosen business, and the internal and external factors that facilitate and constrain their innovative activities.

This assignment should be answered in a report format, with an executive summary, table of contents, and headings/sub-headings. Your discussion should be applied in focus, with minimal use of academic references. You should, however, reference information relevant to your business and their innovation activities.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evaluate the theories and concepts of entrepreneurship and innovation</td>
<td>LO2</td>
</tr>
<tr>
<td>2</td>
<td>Apply the theories and concepts of entrepreneurship and innovation to develop a new business concept</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Undertake independent research of entrepreneurship and innovation theory and practice</td>
<td>LO3</td>
</tr>
<tr>
<td>4</td>
<td>Evaluate the issues associated with the development of new business ventures</td>
<td>LO3</td>
</tr>
<tr>
<td>5</td>
<td>Identify divergence between innovation theory and practice</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Task length 4000 words

Due by date Friday 11 October @ 2.00pm

Assessment Task 3: Exam

Description / conditions

The final examination will be closed book. It will be of two hours’ duration, and is worth 40 per cent of the total available marks for this unit. More information on the exam and its content will be provided later in the semester.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Compare, contrast and evaluate theories and concepts of entrepreneurship and innovation</td>
<td>LO1</td>
</tr>
</tbody>
</table>
2  Recall knowledge of entrepreneurship and innovation  LO2
3  Evaluate the theories and concepts of entrepreneurship and innovation  LO2
4  Evaluate the issues associated with the development of new business ventures  LO3
5  Identify divergence between innovation theory and practice  LO3

Duration  Two (2) hours

Due by date  The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University’s website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.

How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.
Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

Late Assessment and Extension Policy

In this Policy:

(a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;

(b) ‘late’ means after the due date and time; and

(c) ‘assessment items’ includes all internal non-examination based forms of assessment

This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

**Penalties**

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have discretion to waive a late penalty.

**Review of results and appeals**

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to
have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

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**Academic referencing**

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
**Student Behaviour**

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

Resources

Required readings
You will need the following text:


This text is available as an e-book from the following website:

Recommended readings
A recommended text is a resource that you can use to broaden your understanding of the topics covered in this unit. You may also find a recommended text helpful when conducting research for assignments.

In addition to the texts recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- *American Journal of Entrepreneurship*
- *Asia Pacific Journal of Management and Entrepreneurship Research*
- *European Journal of Innovation*
- *Industry and Innovation*
- *International Journal of Entrepreneurship*
- *International Journal of Management and Innovation*
- *Journal of Business and Entrepreneurship*
- *Journal of Knowledge Based Innovation in China*
- *Journal of Small Business and Entrepreneurship*
- *Journal of Small Business Management*

### Activities

**Details of teaching arrangements**

There will be a total of 13 lectures and 12 tutorials in the unit across the course of the semester. Unit content will be delivered in the lectures, readings, and additional resources included on MyLO. Students will have an opportunity to apply their understanding of theory to practice through the tutorials activities and the assessment tasks in this unit.

**Specific attendance/performance requirements**

In this unit, your active engagement will be monitored in the following way:

1. Unit activation and engagement activity
2. End of module one tests

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.
# Unit Schedule

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<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic/Module/Focus Area</th>
<th>Activities</th>
<th>Resources/Readings/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>Module 1</td>
<td>What is Innovation &amp; Why Does it Matter?</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td>Module 1</td>
<td>Innovation as a Core Business Process</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Module 2</td>
<td>Building the Innovative Organisation</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>5 August</td>
<td>Module 2</td>
<td>Developing an Innovation Strategy</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>5</td>
<td>12 August</td>
<td>Module 3</td>
<td>Sources of Innovation</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>6</td>
<td>29 August</td>
<td>Module 3</td>
<td>Innovation Networks</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Module 4</td>
<td>Decision Making Under Uncertainty</td>
<td>Chapter 7</td>
</tr>
</tbody>
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**Mid-semester break: 3 September to 7 September (inclusive)**

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<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic/Module/Focus Area</th>
<th>Activities</th>
<th>Resources/Readings/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>9 September</td>
<td>Module 4</td>
<td>Building the Innovation Case</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>Module 5</td>
<td>Creating New Products</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>Module 5</td>
<td>Exploiting Open Innovation &amp; Collaboration</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Module 6</td>
<td>Exploiting Entrepreneurship &amp; New Ventures</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>12</td>
<td>7 October</td>
<td>Module 6</td>
<td>Capturing the Benefits of Innovation</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td>Module 6</td>
<td>The Learning Organisation: Capturing the Learning from Innovation</td>
<td>Chapter 13</td>
</tr>
</tbody>
</table>

Examination Period: 26 October to 12 November (inclusive)
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.