

# **School OF Management Unit of Study Guide**

<b>Unit Name:</b>	<b>Innovation and Entrepreneurship</b>
Year	2017
Semester/Date	Spring Semester
Location	Guangzhou, China
Prepared by:	Professor Yuanyuan Xing

## Welcome

Welcome to this unit of study. This unit guide provides important information and should be kept as a reference to assist with your studies. This guide includes information about your reading and resources, independent learning, class activities and assessment tasks. We recommend that you read this guide carefully: you will be expected to manage your learning as you work towards successful study.

Detailed information and learning resources for this unit have also been provided on the unit website <http://www.lnu.ie.cn/>. It is important that you access your unit website regularly for messages and updates, as well as tasks related to your unit.

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## 1. About this unit

Unit title: Innovation and Entrepreneurship			
Unit code:	BMO2005	Credit points:	
Campus:	Guangzhou, China	Year and semester:	2017 Spring Semester

### Key staff

Unit co-ordinator	Name:	Xing Yuanyuan	
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Teaching team	Dr.Fangxi Li, LilyZhang, Nick Li		

### Mode of delivery

On-campus

### Unit description

The aims of this unit of study are to study normative theories and models of organisation strategy, policy and decision making, to assess critically their value to an organisation and its shareholders; and to develop knowledge, personal skills and competencies in the application of the above approaches. This unit of study includes the following topics: the nature of strategic management; analyse the environment; planning direction; planning strategy; implementing strategy; global strategic management and future directions.

### Learning outcomes

At the completion of this unit, students should be able to:

1. assess the current and planned capabilities of a business unit;
2. identify and assess the significance of the principal elements in the internal and external environment of a business unit;
3. apply strategic decision making processes to aid the survival and development of a business unit; and
4. show evidence of enhanced personal knowledge, skills and competencies, which contribute to the effective management of organisational resources.

### Learning and teaching strategies

This Unit of Study will be delivered as *e.g. 2 hours lecture and 1 hour tutorial per week*. It is expected that you will spend at least ten hours per week studying this Unit of Study (including lecture and tutorial time). This time should be made up of reading, research, working on exercises and group work. In periods where you need to complete assignments or prepare for tests, the workload may be greater.

### Graduate capabilities

The shaded boxes are capabilities on which this unit of study particularly focuses.

Graduate Capability#	Code / Level	Description of Graduate Capability*	T & L Activity and Assessment
Problem solve in a range of settings	3	Identify and solve problems through the application of broad knowledge and skills.	Case study
Locate, critically evaluate, manage and use written, numerical and electronic information	3	Find, organise, evaluate and synthesise information on a broad range of topics for defined purposes.	Group report. You will be expected to read widely about your topic, including academic journals and textbooks.
Communicate in a variety of contexts and modes	3	Communicate with others, using speech and writing, on a broad range of topics using appropriate language and demonstrating increasing control over key genres/text types.	Business plan. Your written assignments will provide an opportunity for you to demonstrate your ability to write in a clear and logical manner.  You are expected to present your business plan in a formal presentation in the tutorial.
Work both autonomously and collaboratively	3	Work individually, and/or with others, as both a team member and group leader, to complete tasks and evaluate own and others' performance using given parameters.	All Assessments. You are expected to work independently as well as collaboratively in this unit. You will need to manage your time so that you complete group report commitments on time.
Work in an environmentally, socially and culturally	3	Respond to diverse work, community and learning situations in an environmental, socially and culturally	N/A. Whilst social and cultural diversity is important and you are

responsible manner		responsible manner.	expected to engage with others from different background, your skills in this area will not be assessed in this unit.
Manage learning and career development opportunities	3	Demonstrate emerging knowledge and understanding of own learning in relation to work and career choices and requirements; reflect on and evaluate a range of strategies for achieving own career and learning goals.	N/A. Whilst it is important for you to be able to link personal and career aspirations to the theory covered in this unit your skills in this area are not assessed.

### Required readings

**Frederick,H.,Kuratko,D., 2012 Entrepreneurship Theory, Process, Practice, Cengage Learning, 4th edition, Australia**

### Recommended readings

*Bessant, J., Tidd, J., 2007, Innovation and Entrepreneurship, John Wiley & Sons Inc*

*West Sussex*

*Schaper,M.,Volery,T., 2007, Entrepreneurship and Small Business, John Wiley Australia*

*Frederick,H.,Kuratko,D.,Hodgetts,R., 2007, Entrepreneurship: Theory Process Practice,Thomson Australia*

*Choo,S.,2006, Entrepreneurial Management, Tilde University Press, Australia*

*Gartner,W.,Bellamy,M., 2009, Creating the Enterprise, Thomson, Canada*

*Hatten, T., 2009 Small Business Management. Entrepreneurship and Beyond, South-Western Cengage Learning, Mason, USA*

*Ryan,J.D., Hiduke, G., 2009 , Small Business. An Entrepreneur's Business Plan, South-WesternCengage Learning, Mason, USA*

*Mazzarol,T., 2006, Entrepreneurship and Innovation A manager's perspective, Tilde University Press, Australia*

## 2. Assessment

Assessment	Assessment Tasks	Learning outcomes (LO's) and Graduate Capabilities (GC's)	Assessment Criteria	Weighting (%)	Due date
1.	Case Study – The entrepreneur	1,2	Written Report	20%	TBA
2.	Case Study - Innovation	1,2,3	Written report and Presentation	20%	TBA
3.	In-class test	1,2,3,4	Multiple choices and essay answers	10%	TBA
3.	Final exam	1,2,3,4	Short essay answers	50%	TBA

### 3. Indicative schedule

Timing	Activities/topics	Relevant readings/Resources	Additional notes
1	Course overview	Ch1 Case Study 1 .2 Paul Cave Case Study Questions	
2	The Entrepreneurial Mindset	Ch2 Case Study 2.1 Jane's evaluation To stay or to go?	
3	The Entrepreneurial Environment	Ch3 Case Study 3.2 The carpet cleaner	
4	Social entrepreneurship	Ch4 Review and Discussion Questions	
5	Entrepreneurial Ventures	Ch 5	
6	Entrepreneurial Ideas	Ch 6	
7	The Value Proposition	Kim, W.C. and Mauborne, R. 1997, <i>Value innovation: the strategic logic of high growth</i> . Harvard Business Review, Boston	
8	Business Plan	Ch16 Cast study 16.1,,2,,3	

		Getting it right by doing it wrong It's just a matter of time The incomplete Plan	
9	Entrepreneurial Growth	Ch9 Case study 11.2 Keeping things going	
10	Sources of capital for entrepreneurial ventures	Chapter14	
11	Measuring performance for entrepreneurial ventures	Chapter15	
12	Marketing for entrepreneurial ventures	Chapter11	
13	Guest Speaker		
14	Subject review Exam prep	Subject evaluation	

#### **4. Scholarly writing, plagiarism and copyright**

Part of what it means to be a 'scholar' is to engage with the work of others, for example, to extend or refine one's own ideas, critique the work of others, or test and extend theories. Learning and assessment activities therefore often require you to gather information from a number of sources. This may include factual information, data or calculations, visual artefacts and written texts. Whenever you use the work of another person, you must acknowledge that source using the correct referencing system. Failure to acknowledge other people's work appropriately may be regarded as plagiarism or academic misconduct. Use of one's own previous work in satisfaction of a new assessment requirement is also not allowed unless it is an explicit requirement for the unit.

All students and staff of Victoria University are also bound by the requirements of the Copyright Act (1968) and the University's [Copyright Material \(the Use of\) Policy](#) when using third party copyright material in the course of their research and study. Please ensure that you familiarize yourself with this policy and the rules around use of materials produced or owned by others.

#### **Referencing requirements within this unit**

The referencing convention that is applicable to this unit is Harvard referencing system.

#### **5. Important information about assessment**

##### **Submission procedure**

All paper-based assessments must be submitted with the completed assessment cover sheets.

All on-line assessments must have the Student Disclaimer accepted at the point of submission.

##### **Adjustment to assessment arrangements**

If you are unable to undertake or complete an assessment due to adverse circumstances the following arrangements may apply:

##### *Late submission of assessments - Short extension of time*

If you are unable to submit an assessment item on time, due to circumstances outside your control, you may apply for a short extension of time of less than five (5) working days. The standard penalty for late submission without an approved short extension will be 5% of the total possible mark per working day. If submission is overdue by more than ten (10) working days the work will not be assessed.

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