



## BUS302 ENTREPRENEURSHIP T318 - Brief

All information contained within this Subject Outline applies to all students enrolled in the trimester as indicated.

### 1. General Information

#### 1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
B Bus (Accg); B Bus (Mgt & Finance)	1 trimester	Level 3	David Rich <a href="mailto:david.rich@koi.edu.au">david.rich@koi.edu.au</a> P: 92833583 (Ext.156) L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment.

#### 1.2 Core / Elective

This is a core subject for B Bus (Mgt & Finance) and an elective subject for B Bus(Accg)

#### 1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	BBus (Accg) 96; BBus (Mgt & Finance) 96

#### 1.4 Student Workload

Indicated below is the expected student workload per week for this subject:

No. timetabled hours/week*	No. personal study hours/week**	Total workload hours/week***
4 hours/week (2 hour Lecture + 2 hour Tutorial)	6 hours/week	10 hours/week

\* Total time spent per week at lectures and tutorials

\*\* Total time students are expected to spend per week in studying, completing assignments, etc.

\*\*\* Combination of timetable hours and personal study.

#### 1.5 Mode of Delivery On-campus

**1.6 Pre-requisites** MGT100 Introduction to Management *and* BUS100 Professional Communication Skills (previously named Business Study Skills) AND ACC100 Introduction to Accounting, BUS104 Introduction to Marketing

#### 1.7 Other Study and Resource Requirements

- Students are expected to attend classes with the required textbook and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

*Resource requirements specific to this subject.* There are no specific resources required for this subject.

## 2. Academic Details









### 2.1 Overview of the Subject

The subject is built around a practical guide to planning and managing a business from an entrepreneurial perspective. It will give students experience in the process of planning an entrepreneurial venture, and an understanding of the considerations involved in the on-going management considerations from start-up to success.

### 2.2 Graduate Attributes for Undergraduate Courses

Graduates of the *Bachelor of Business (Accounting)*, and the *Bachelor of Business (Management and Finance)* courses from King's Own Institute will gain the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2<sup>nd</sup> edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a bachelor's level degree are summarised below:

	<b>KOI Bachelor Degree Graduate Attributes</b>	<b>Detailed Description</b>
	Knowledge	Current, comprehensive and coherent knowledge
	Critical Thinking	Critical thinking and creative skills to analyse and synthesise information and evaluate new problems
	Communication	Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to others
	Information Literacy	Information and technological skills for accessing, evaluating, managing and using information professionally
	Problem Solving Skills	Skills to apply logical and creative thinking to solve problems and evaluate solutions
	Ethical and Cultural Sensitivity	Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Teamwork	Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results
	Professional Skills	Professional skills to exercise judgement in planning, problem solving and decision making


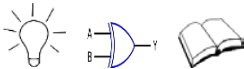



Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, stand-alone contexts.
- **Level 2 Intermediate** – Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects.
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

## 2.3 Subject Learning Outcomes

This is a Level 3 subject.

Listed below, are *key* knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Explain and suggest solutions to the kinds of problems encountered by small and medium entrepreneurial businesses	
b) Analyse and solve various business problems using case study approaches found in academic literature	
c) Analyse financial and strategic plans for small business	
d) Enhance skills in report writing, verbal communication and collaborative decision making.	
e) Articulate the importance of ethical conduct in commercial engagements	

## 2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

*Weekly Planner:*

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work
1 05 Nov	The challenge of entrepreneurship, creativity and innovation & the entrepreneurial process	Chs 1, 2 & 3 Moodle Readings	Tutorial exercises
2 12 Nov	The business model Forms of Business Ownership – Franchising, Buying an Existing Business, Starting a New Business	Chs 4 & 5 Moodle Readings	Tutorial exercises
3 19 Nov	Market research and strategy formulation	Ch 6 & 7 Moodle Readings	Tutorial exercises
4 26 Nov	The business planning process	Ch 8 Moodle Readings	Tutorial exercises Finalise group formation & topic.
5 03 Dec	Legal and tax issues Intellectual property	Ch 9 Moodle Readings	Tutorial exercises
6 10 Dec	Financing entrepreneurial ventures Financial Information & Management	Ch 10 Financing Business Ventures.	Tutorial exercises <b>Business Plan Evaluation Assessment due</b>
7 17 Dec	Marketing – 4P's	Ch 11 Accessing Business Advice and Assistance.	Tutorial exercises
23 Dec 2018 – 06 Jan 2019	<b>Mid-trimester Break</b> Tutorial exercises		
8 07 Jan	E-commerce and the entrepreneur	Ch 12 Marketing	Tutorial exercises

9 19 Jan	Creating a successful financial plan	Ch 13 & 14 Operations Management- Human Resource Management.	Tutorial exercises
10 21 Jan	Operations (incl. locations and layout) & Risk management	Ch. 15 & 16 Financial Information and Management - Information Technology Communication as a Business.	Tutorial exercises <b>Group Report due</b> <b>Group Presentations</b>
11 28 Jan	Managing Growth and Transition	Ch. 17 & 18 Managing Growth and Transition - Corporate Entrepreneurship.	Tutorial exercises <b>Group Presentations</b>
12 04 Feb	Global aspects of entrepreneurship	Review and Exam preparation.	Tutorial exercises
13 11 Feb	Study Review Week		
14 18 Feb	Final Exam Week	Please see Exam Timetable for exam date, time and location	
15 25 Feb	Student Vacation begins Enrolments for T119 open		
16 04 Mar	Results Released 05 Mar 2019 Certification of Grades 08 Mar 2019		
<b>T119 begins 11 Mar 2019</b>			
1 11 Mar	Week 1 of classes for T119 <b>Friday 08 Mar 2019 – Review of Grade Day for T318</b> – see Sections 2.6 and 3.6 below for more information.		

## 2.7 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *On-campus lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorial participation is an essential component of the subject and contributes to the development of graduate attributes (see section 2.2 above). It is intended that specific tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

## 2.8 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Business Plan Evaluation – individual assessment 2000 – 2500 word report	Week 6	20%	a, b, c
Business Proposal (group project) Report 2500 ± 10% and Presentation 10 min.	Finalise groups Week 4 Report Week 10 Presentations Weeks 10 - 11	Report 30% <u>Presentation 10%</u> Total 40%	a, b, c, d, e
Final examination (2 hours)	Final Exam week	40%	a, d, e

### *Requirements to Pass the Subject:*

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

## 2.9 Prescribed and Recommended Readings

### **Prescribed Text:**

Shaper, M, Volery, T, Weber, P, & Gibson, BJ 2014, *Entrepreneurship and Small Business* 4th Edition Asia Pacific, Wiley, Melbourne. Available from: ProQuest Ebook Central. [12 September 2018].