



BUS302 ENTREPRENEURSHIP T324 Brief

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to 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	Dr Thomas Denigan denigan@koi.edu.au P: +61 (2) 9283 3583 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 Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

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.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

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 achieve the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.



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

	KOI Bachelor Degree Graduate Attributes	Detailed Description
	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 a variety of audiences
	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 Graduate Attributes
a) Evaluate and propose solutions to the problems encountered by entrepreneurs and entrepreneurial ventures	   
b) Analyse and solve various business problems using case study approaches found in the academic literature and in industry in the present day	  



c) Devise a strategic plan to include marketing, finance and operations for an entrepreneurial venture	    
d) Develop report writing, verbal communication and collaborative decision making skills.	  
e) Appraise adaptability skills of an entrepreneur to operate effectively in a culturally diverse, complex and globally oriented society	     
f) 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 as listed in Moodle
1 28 Oct	Traits of the successful entrepreneur	Cheng (2019) p369, Kerr et al (2017) on traits Miller (2019) p210 on risk St. John (2019) on traits Ullah et al (2019) on adaptability of the entrepreneur	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial
2 04 Nov	The role of creativity & innovation in entrepreneurship	Behara (2017) p12 onward on sustainable entrepreneurship	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial
3 11 Nov	Opportunity assessment	Foss & Klein (2020) p372 onward on BAR Hannibal et al p350 onward on opportunity recognition Ma et al (2020) on the role of alertness & passion Listen live industry example: https://www.youtube.com/watch?v=HKBEIXhg0oE	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial
4 18 Nov	Entrepreneurial venture creation	Buhl et al (2020) p1249 onward on design thinking Ghorashi (2019) on Minimum Viable Accelerator	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial Formative assessment
5 25 Nov	Marketing an entrepreneurial venture	Bao et al (2020) pp448-453 on customer needs at the heart of entrepreneurial opportunity	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial Assessment 1 due end week 5



Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
6 02 Dec	Oral presentation & Business plan preparation for your unique entrepreneurial venture	Bessiere et al (2020) on the funding trajectory	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial
7 09 Dec	Financing an entrepreneurial venture	Hintz (2017) on the Canvas & understanding value created Onken (2016) on Lean Startups & digging deeper	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial Assessment 2 due presentation
8 16 Dec	Social entrepreneurship	Erro-Garces (2020) on the drivers for Social Entrepreneurship Pangriya (2019) pp11-16 on traits & motivations of social entrepreneurs	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial Assessment 2 due presentation
9 06 Jan	Venture growth strategies		Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial
10 13 Jan	Venture exit strategies	DeTienne (2020) on making sense of exit strategies	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial Assessment 2 Report due beginning week 10
11 20 Jan	Corporate entrepreneurship	Guyen (2020) on integrating strategic mgmnt to enable intrapreneurship Martin-Rojas (2020) on social media tools in intrapreneurship	Consider weekly subtopic YouTube video posted to Moodle to then discuss same using practical scenarios in tutorial
12 28 (Tue) Jan	Final exam review and preparation using practical case examples		Practice example Final Exam questions using case examples
13 03 Feb	Study review week and Final Exam Week		
14 10 Feb	Examinations Continuing students - enrolments for T125 open		
15 17 Feb	Student Vacation begins New students - enrolments for T125 open		
16 24 Feb	Results Released Review of Grade Day for T324 – see Sections 2.6 and 3.2 below for relevant information. Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.		
T125 3 Mar 2025			
1 03 Mar	Week 1 of classes for T125		

2.7 Teaching Methods/Strategies



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

- *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. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary 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
Assessment 1: Individual assessment. Evaluating an entrepreneur - (2,000 words +/- 10% report)	Week 5	30%	a, b, e
Assessment 2: Group assessment. Entrepreneurial venture proposal to prospective investors and business plan (3,000 +/- 10% words)	Presentation. Weeks 7, 8, 10 Plan Week 9	A. Proposal 20% B. Business plan report 20% Total 40%	a, b, c, d, f
Assessment 3: Marketing Report Individual 30% 2500-word	Week 12	30%	a, b, c, d, f

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

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text:

Kuratko, F., 2024 *Entrepreneurship: Theory, Process, Practice* 12th Edition. Cengage. Australia



Recommended Text book:

Raz, G. 2020. *How I Built This – The unexpected paths to success from the world's most inspiring entrepreneurs*. London : Macmillan, an imprint of Pan Macmillan.

Recommended Readings:

Accomplished student examples will be provided and discussed to guide process

Bao, Y, Wei, Z & Di Benedetto, A 2020, 'Experiential market learning versus vicarious market learning', *Strategic Entrepreneurship Journal*, 14(3), pp. 444–469

Bessiere, V, Stephany, E & Wirtz, P 2020, 'Crowdfunding, Business Angels, and Venture Capital: An Exploratory Study of the Concept of the Funding Trajectory', *Venture Capital*, 22(2), pp. 135–160

Buhl, A, Schmidt-Keilich, M, Muster, V, Blazejewski, S, Schrader, U, Harrach, C, Schäfer, M & Süßbauer, E. 2019, 'Design thinking for sustainability: Why and how design thinking can foster sustainability-oriented innovation development', *Journal of Cleaner Production*, 231, pp. 1248–1257

Dawn R. DeTienne, Alexander McKelvie, Gaylen N. Chandler, Making sense of entrepreneurial exit strategies: A typology and test, *Journal of Business Venturing*, Volume 30, Issue 2, pp. 255-272

Erro-Garcés, Amaya, 2020. Creativity and Emotions as Drivers for Social Entrepreneurship. *Journal of social entrepreneurship*, 11(3), pp.300–316.

Foss, NJ & Klein, PG 2020, 'Entrepreneurial Opportunities: Who Needs Them?', *Academy of Management Perspectives*, 34(3), pp. 366–377

Ghorashi, H. & Asghari, R. 2019, "Planning, Starting and Improving Startup Accelerator Programs under a Lean Approach", *American Journal of Management*, 19(2), pp. 10-25.

Guyen, B 2020, 'The Integration of Strategic Management and Intrapreneurship: Strategic Intrapreneurship from Theory to Practice', *Business & Economics Research Journal*, 11(1), pp. 229–245

John, NS 2019, 'Four Essential Traits of Exceptionally Successful Entrepreneurs', *Personal Excellence*, 24(6), pp. 10–11.

Kerr, S.B., Kerr, W.R., and Xu, T., 2017. Personality traits of entrepreneurs: A review of recent literature. *Harvard Business Review*, [e-journal] Working Paper 18-047.
Available from:
http://www.hbs.edu/faculty/publication%20files/18-047_b0074a64-5428-479b-8c83-16f2a0e97eb6.pdf

Li, L, Jiang, F, Pei, Y & Jiang, N 2017, 'Entrepreneurial orientation and strategic alliance success: The contingency role of relational factors', *Journal of Business Research*, 72 pp. 46–56

Ma, C, Yang, J, Chen, L, You, X, Zhang, W & Chen, Y 2020, 'Entrepreneurs' social networks and opportunity identification: Entrepreneurial passion and entrepreneurial alertness as moderators', *Social Behavior & Personality: an international journal.*, 48(2), pp. 1–12

Martín-Rojas, Rodrigo, 2020. Fostering Corporate Entrepreneurship with the use of social media tools. *Journal of business research*, 112(1), pp. 396–412

Mathews, J. 2016, "Entrepreneurial Cognition: A Model of New Venture Creation", *IUP Journal of Entrepreneurship Development*, 13(4), pp. 7-28



Miller, RCB 2019, 'Is Entrepreneurship a Virtue?', *Economic Affairs (Institute of Economic Affairs)*, 39(2), pp. 197–215.

Pangriya, Ruchita, 2019. Hidden aspects of social entrepreneurs' life: a content analysis. *Journal of global entrepreneurship research.*, 9(1), pp.1–19

Shaper, M., Volery, T., Weber, P. and Gibson, B.J. 2014. *Entrepreneurship and small business*. [e - book] 4th edition Asia Pacific. Melbourne: John Wiley and Sons. Available from: ProQuest Ebook Central.

Tzong-Shing Cheng 2019, 'Personality Traits, Perception of Risk, Motivation, Business Strategies Environment Factors and Business Performance to Entrepreneurs', *International Journal of Organizational Innovation*, 12(2), pp. 360–371.

Ullah, N, Razman, M, Usman, NK & Qamar, AH 2019, 'Locus of Control and Intention towards Adaptability of Entrepreneurship', *Pakistan Journal of Social Sciences (PJSS)*, 39(3), pp. 887–897

Periodicals Available:

- Marketing <http://www.marketingmag.com.au/>
- Business Insider Australia Entrepreneur Magazine
<http://www.businessinsider.com.au/category/entrepreneur-magazine>
- Startup Smart <http://www.startupsmart.com.au/>

Useful Websites:

The following websites are useful sources covering a range of information useful for this subject.. However, most are not considered to be sources of Academic Peer Reviewed theory and research. If your assessments require academic peer reviewed journal articles as sources, you need to access such sources using the Library database, Ebscohost, or Google Scholar. Please ask in the Library if you are unsure how to access Ebscohost. Instructions can also be found in Moodle.

- Australian Competition and Consumer Commission (ACCC) www.accc.gov.au Provides information about consumer rights, business rights and obligations and anti-competition conduct
- Business.gov.au <http://www.business.gov.au> This Australian Federal Government website offers you simple and convenient access to all the government information, forms and services you need. It's a whole-of-government service providing essential information on planning, starting and growing your business.
- Entrepreneur <http://www.entrepreneur.com/> USA based online magazine devoted to entrepreneurship – many articles, 'How to' guides etc.
- NSW Business Chamber <http://www.nswbusinesschamber.com.au/> The NSW Business Chamber provides businesses with the information, advice, products and services they need to grow and stay competitive. Click the Business Results marketing information. The site also has case studies which could be used as the basis for assessment tasks or in-class activities.
- Sydney Morning Herald "My Small Business" <http://www.smh.com.au/small-business/entrepreneur> Tips & advice for entrepreneurs.
- Tourism Tasmania Marketing <http://www.tourismtasmania.com.au/marketing/national>
- Various links show how Tourism Tasmania has identified target segments and developed marketing campaigns.