COURSE OUTLINE

CMN101 Introduction to Creative Entrepreneurship

Course Coordinator: Karen Hands (khands1@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Sunshine Coast USC Moreton Bay	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

This course introduces you to Creative Entrepreneurship, which drives exciting, dynamic and sustainable careers and enterprises in the creative industries and contributes to industry and community development. You will be introduced to various models of creative entrepreneurship and you will learn how creating and articulating values can define your creative product and support your practice. You will be introduced to entrepreneurship and foundation creative business development skills, which you will explore through an analytical case study, by responding to industry or community opportunities, and through a collaborative, creative proposal for a new entrepreneurial endeavor. This course will provide you with creative enterprise skills to launch a contemporary creative entrepreneurial practice and/or career in the creative industries.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Asynchronous online delivery of learning material	1hr	Week 1	13 times
Tutorial/Workshop 1 – Synchronous and scheduled face to face workshops	2hrs	Week 1	10 times
Seminar – Synchronous, face to face seminars (Recorded)	1hr	Throughout teaching period (refer to Format)	3 times
Information session – Synchronous online Task Information Sessions (Recorded/ All cohort/ Shared with Online).	1hr	Throughout teaching period (refer to Format)	3 times
ONLINE			
Learning materials – Asynchronous online delivery of learning material	1hr	Week 1	13 times
Tutorial/Workshop 1 – Synchronous online workshops.	2hrs	Week 1	10 times
Seminar – The recorded version of the Blended Mode seminars or Synchronous Online Seminars (Recorded) depending on the size of the online cohort.	1hr	Throughout teaching period (refer to Format)	3 times
Information session – Synchronous online Task Information Sessions (Recorded/ All cohort/ Shared with Blended).	1hr	Throughout teaching period (refer to Format)	3 times

1.3. Course Topics

Elements of creative entrepreneurship

First Nations entrepreneurship

The importance of value in entrepreneurial endeavors

The entrepreneurial practitioner

Critical issues: theory, regulations and practice

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

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 Completing these tasks successfully will contribute to you becoming...
1	Analyse and evaluate entrepreneurship in the context of creative industries, communication and design.	Knowledgeable Creative and critical thinker
2	Apply theory, regulations and practice to a creative enterprise.	Knowledgeable Creative and critical thinker
3	Understand the importance of 'value' in creative entrepreneurship.	Knowledgeable Empowered
4	Demonstrate a deep understanding of the role of the creative practitioner as an entrepreneur.	Engaged
5	Apply written, visual and presentation skills to creative academic contexts.	Empowered

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

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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

Not applicable

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

You will discuss a draft of your first assignment early in the semester during tutorials or other consultation times.

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	Case Study	Individual	25%	1000 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Group	40%	5-7 minute group presentation + 1000 word document + visual content such as video, illustrations, images, graphs, presented in traditional document or digital document format	Week 9	In Class
All	3	Essay	Individual	35%	1200 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Case Study

GOAL:	For this task you will investigate and analyse an Australian First Nations enterprise. You will provide a researched account of the enterprise's journey in terms of how they have innovated in product, service, or business model, with specific reference to the values embodied in the enterprise.
PRODUCT:	Case Study
FORMAT:	This is an individual written task of 1000 words maximum.
CRITERIA:	

No.		Learning Outcome assessed
1	Application of the framework of 'value' in creative entrepreneurship	3
2	Evaluation of research and framework	1 2
3	Description of qualities and characteristics of innovation and entrepreneurship	2 4
4	Demonstration of clear, logical document structure	1 5
5	Academic writing and referencing	1 5

All - Assessment Task 2: Plan and presentation

GOAL:	The goal of task two is to work in groups of 3-4 to plan an entrepreneurial endeavour in your field or discipline. The plan will include a researched analysis of the current field or profession in which a product, service, event, or other creative artefact, will fit commercially. Your plan will be realistic, achievable, and demonstrate an understanding of value creation in the group's chosen field of practice. You will submit the plan in written format (traditional document or digital document), as well as 'talk' to your plan in a 5-7 minute group presentation.
PRODUCT:	Oral and Written Piece
FORMAT:	This is a group project that produces and presents a feasible plan for a viable entrepreneurial enterprise within your field or industry. A written document (traditional or digital) and a group presentation are required.

CRITERIA:	No.		Learning Outcome assessed
	1	Understand entrepreneurship in terms of creativity and innovation in the context of communications, creative industries, and/or design.	2
	2	Demonstration of the importance of a value or values, in developing an entrepreneurial idea	3
	3	Capacity to plan and map the pathway of an entrepreneurial idea	3 4 5
	4	Capacity to research scholarly, industry and media resources	1 2
	5	Ability to cohesively work in a group	5
	6	Demonstration of appropriate oral communication and presentation skills	1 4
	7	Academic writing and written presentation skills, including referencing, grammar, spelling.	1 4

All - Assessment Task 3: Response to opportunity or issue

GOAL:	For this assessment task, you will write a formal, analytical response to an industry or community opportunity or issue of 1200 words. You will select one topic from a selection provided to you. Your response will be informed by the theoretical, regulatory and practical content discussed in the course, using a minimum of three scholarly resources and three non-scholarly resources. You will use the Harvard referencing system.
PRODUCT:	Essay
FORMAT:	Written analytical essay

CRITERIA:	No.		Learning Outcome assessed
	1	Describe and explain the implications of a theoretical, regulatory or practical issues on entrepreneurship	1 2
	2	Demonstrated knowledge of the key issues in entrepreneurship within the relevant industry	1 2 3 5
	3	Understand entrepreneurship in the context of communications, creative industries and design	1 2 3 4
	4	Use of appropriate sources and research (at least three academic sources).	1 2 3
	5	Well-structured and evidenced arguments	1 2 3 4
	6	Precision of language, grammar, syntax, punctuation and referencing.	1 4 5

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 Canvas 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

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. SafeUSC

USC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. 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.

10.6. 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.

10.7. 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.

10.8. 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: https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

USC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au