

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MGMT13151 *Entrepreneurship, Innovation and Start-ups*

Term 2 - 2026

Profile information current as at 21/05/2026 12:05 am

All details in this unit profile for MGMT13151 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit offers a critical exploration of the evolving landscape of entrepreneurship, innovation, and start-up development. It focuses on the strategic and contextual factors that shape new start-up creation, guiding you to assess the economic and societal impacts of innovation, analyse key drivers of start-up success across industries, and evaluate the viability and scalability of start-up ventures. You will explore the core stages of the entrepreneurial process, including opportunity identification, feasibility analysis, business modelling, funding, and growth planning. The unit places particular emphasis on how creativity, innovation, and digital transformation are reshaping start-up business models and market dynamics. Through real-world case studies and practical activities, you will strengthen your ability to manage uncertainty, assess entrepreneurial risk, and design start-ups that are innovative, sustainable, and competitive.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: *6*

Student Contribution Band: *10*

Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Completion of 48 credit points in first year of study.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2026

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important](#)

[that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure - Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure - International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback - Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from SUTE

Feedback

Separating Assessment 2 into two individual assignments would make the workload more manageable and less daunting.

Recommendation

Assessment 2 will be separated into two components with different due dates from Term 1 2026. This change will help distribute the workload more evenly and make the assessment process more manageable.

Feedback from SUTE

Feedback

I really enjoyed this unit and found it extremely valuable. It helped reduce my fears about starting a business, and I now feel much more confident. The teaching team were knowledgeable and engaging.

Recommendation

We will ensure ongoing clarity in learning materials, provide practical examples to support confidence in entrepreneurship, and continue offering opportunities for direct engagement through consultations and workshops.

Feedback from SUTE

Feedback

It was a pleasure listening to the lecturer throughout the unit. I appreciated the feedback provided and the timely clarification offered whenever I needed it. Thank you.

Recommendation

We will continue to provide timely clarification and constructive feedback to support student learning, while also ensuring that all lecture and workshop sessions are delivered in a professional setting to maintain consistency and student engagement.

Feedback from SUTE

Feedback

Provide assignment exemplars.

Recommendation

Assignments in this unit require students to develop original business ideas with real-world application; therefore, past student work cannot be used as exemplars. Providing exemplars may also limit creativity, which is a key component of the unit. Instead, we will continue to offer clearer instructions, structured templates, and explicit expectations. In addition, students are encouraged to attend drop-in consultations for personalised guidance on their ideas, which has been found exceptionally useful by those who attended.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Demonstrate an understanding of entrepreneurship, innovation, and new start-ups through critical review, synthesis of current knowledge and developments, and evaluation of their importance within society.
2. Critically analyse and synthesise the knowledge, qualities, and skills required to become a successful entrepreneur in start-up ventures.
3. Demonstrate creative and innovative thinking skills, along with critical thinking, to identify a new start-up opportunity and evaluate its feasibility.
4. Synthesise knowledge and exercise critical thinking to apply appropriate frameworks that evaluate the preferred business model for the start-up opportunity.
5. Apply technical skills to develop and communicate a business plan for launching a start-up venture in both oral and written formats.

Not applicable

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level
  Introductory Level
  Intermediate Level
  Graduate Level
  Professional Level
  Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 40%	•	•	•		
2 - Report - 30%	•	•	•	•	•
3 - Presentation - 30%	•			•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•			•	•
2 - Problem Solving		•	•	•	•
3 - Critical Thinking	•	•	•	•	
4 - Information Literacy	•	•	•	•	
5 - Team Work					
6 - Information Technology Competence					•
7 - Cross Cultural Competence					
8 - Ethical practice					
9 - Social Innovation	•		•		
10 - First Nations Knowledges					
11 - Aboriginal and Torres Strait Islander Cultures					

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 22 June 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.