

#### 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 - 2027

Profile information current as at 09/09/2026 05:05 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 - 2027

- 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

Information for Class and Assessment Overview has not been released yet.  
This information will be available on Monday 17 May 2027

## 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
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- 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

Information for Unit Learning Outcomes has not been released yet.  
This information will be available on Monday 17 May 2027

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.  
This information will be available on Monday 17 May 2027

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.  
This information will be available on Monday 21 June 2027

## Academic Integrity Statement

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