FOBE310
Innovation and Entrepreneurship in Corporate Engagement
S1 Day 2015

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
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Mondays 12.00noon to 1.00pm

Yang Yang
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Credit points
3

Prerequisites
39cp and permission of Executive Dean of Faculty

Corequisites

Co-badged status

Unit description
This unit is for students who have been accepted into a PACE activity approved by the Faculty of Business and Economics PACE team. The unit provides students with a practical industry related experience in which they apply business theory and receive mentoring on a given project. The project, which runs over the full session, allows students to critically evaluate a business issue or develop a potential innovation. Students in this experience will apply the theories of innovation and/or entrepreneurship to a hands-on experience, mentored by industry experts.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

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

- Define a problem and identify market opportunities for large businesses as they manage innovation and intrapreneurship
- Understand the role of market testing, prototyping, agile development and positive failure
in the innovation process
Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty
Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Value Proposition /Prototype</td>
<td>30%</td>
<td>Week 7</td>
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<tr>
<td>Innovation Pitch</td>
<td>30%</td>
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</tr>
<tr>
<td>Reflections</td>
<td>40%</td>
<td>Week 13</td>
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Value Proposition /Prototype
Due: Week 7
Weighting: 30%

Teams work on researching, developing a value proposition of the business problem and proposed prototype.

There is some individual contribution required as well

On successful completion you will be able to:

- Define a problem and identify market opportunities for large businesses as they manage innovation and intrapreneurship
- Understand the role of market testing, prototyping, agile development and positive failure in the innovation process
- Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty
- Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

Innovation Pitch
Due: Week 11
Weighting: 30%

Innovation pitch (video) + business plan + 6-slide PowerPoint

On successful completion you will be able to:
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• Understand the role of market testing, prototyping, agile development and positive failure in the innovation process
• Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty
• Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

Reflections
Due: Week 13
Weighting: 40%
Participation (Engagement with learning content + Idea Bank)
Reflections throughout session and graduate capabilities skills audit

On successful completion you will be able to:
• Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty
• Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

Delivery and Resources
Effective entrepreneurship, intrapreneurship and innovation relies heavily on an intersection of business and technical disciplines and ‘softer’ skills including initiative, leadership, communication, and teamwork. Learning and internalising these skills requires experiential application in addition to a base of theoretical learning. This Innovation Challenge has been designed as an interactive, work integrated program.

The unit aims to create a corporate ‘innovation community’ experience between the students, coordinators and subject matter experts (SME). This features a mix of workshop-style seminars, supporting material, practical application, market testing, assignment and presentation learning methods, supported by a purpose built innovation management system with collaborative social media features.

Policies and Procedures
Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html
Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct
Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results
Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

Student Support
Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills
Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Enquiry Service
For all student enquiries, visit Student Connect at ask.mq.edu.au

Equity Support
Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.
IT Help

For help with University computer systems and technology, visit http://informatics.mq.edu.au/help.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Define a problem and identify market opportunities for large businesses as they manage innovation and intrapreneurship
- Understand the role of market testing, prototyping, agile development and positive failure in the innovation process
- Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty

Assessment tasks

- Value Proposition /Prototype
- Reflections

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Define a problem and identify market opportunities for large businesses as they manage innovation and intrapreneurship
- Understand the role of market testing, prototyping, agile development and positive failure in the innovation process
Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty

Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

**Assessment tasks**

- Value Proposition /Prototype
- Innovation Pitch
- Reflections

**Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

**Learning outcomes**

- Understand the role of market testing, prototyping, agile development and positive failure in the innovation process
- Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

**Assessment tasks**

- Value Proposition /Prototype
- Innovation Pitch
- Reflections

**Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

**Learning outcomes**

- Define a problem and identify market opportunities for large businesses as they manage
innovation and intrapreneurship

• Understand the role of market testing, prototyping, agile development and positive failure in the innovation process

• Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty

Assessment tasks

• Value Proposition /Prototype

• Innovation Pitch

• Reflections

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

• Define a problem and identify market opportunities for large businesses as they manage innovation and intrapreneurship

• Understand the role of market testing, prototyping, agile development and positive failure in the innovation process

• Communicate a growth / scale up business strategy/ies and model to effectively meet a market opportunity under conditions of uncertainty

• Work effectively in blended, virtual and constrained professional teams; take and provide feedback effectively.

Assessment tasks

• Innovation Pitch

• Reflections

Changes from Previous Offering

This is a new unit and is the first offering.

PACE Prizes are available to all students enrolled in a PACE Unit

Students of PACE units are eligible to apply for the prestigious Professor Judyth Sachs PACE
Prizes.

Please see the following link for application process.


See the Faculty Website for other prizes

http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

**Professional and Community Engagement**

**This is a PACE unit so does not involve the usual Lecture/Tutorial Structure**

**Community Engagement:** At least 2 weeks of field work in industry (equivalent to a minimum of 60 hours) is required

**Seminars:**

- This course does not involve classes each week. This is a combination of block seminars, self-paced learning of content and student-initiated teamwork

It is expected that you will spend an average of 9-12 hours of work per week per 13-week semester and produce approximately 4,500-6,000 words or equivalent of work. This time should be made up of reading research, working on exercises and problems and participating in classes. In periods where you need to complete assignments, the required workload may be greater.