

Course Title: **Introduction to Entrepreneurship and Innovation**

Course Code: **ENTR501**

Descriptor Start Date: **01/01/2022**

POINTS: **15.00**

LEVEL: **5**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

The development of a broad understanding of the methods and skills needed for entrepreneurship and innovation and how these can be used to create new products, services, and ventures.

LEARNING OUTCOMES

1. Identify sources of innovation and apply methods and tools for systematic innovation.
2. Identify and evaluate entrepreneurial opportunities for their value creating potential.
3. Discriminate between organizational contexts that support innovation and those that do not.
4. Generate ideas for innovative products, services, and ventures and build plans to transform those ideas into potentially viable businesses.

CONTENT

Review and discuss innovation processes and principles;
Review opportunities for innovation/ entrepreneurship from multiple perspectives;
Constructing "Business Plans": effectively communicating business ideas to others;
New Venture Teams and other issues of organizing for entrepreneurship/ innovation.

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Online Quiz (individual)	15.00	1,2,3,4
Entrepreneurial Mind-Set (individual reflective essay)	40.00	1,2,3,4
Lean Canvas (individual assessment)	45.00	1,2,3,4

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK3693, Bachelor of Business

Related Programme/s: AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

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