TITLE	Entrepreneurship Innovation and Creativity
CODE	UUMG8500
LEVEL	8
CREDITS	20
PRE REQUISITES	None (other than specified in entry criteria)
AIM	The purpose of this course is to develop students' entrepreneurial capabilities as current and future creative and innovative leaders or managers within a national and global context. This course serves to lay the foundation for enhancing participants' chances of entrepreneurial success in the new world economy through developing knowledge and understanding of entrepreneurial endeavour and enhancing capabilities to be creative and innovative.
LEARNING OUTCOMES	At the end of this component, students will be able to: 1. Critically analyse the role, nature and value of entrepreneurship and the challenges related to entrepreneurial endeavour; 2. utilise creative and innovative ability to enhance the chances of being successful at leading entrepreneurial endeavours and organisational innovation; 3. apply critical thinking - evaluate, synthesise and critically review theoretical frameworks with other evidence to provide solutions to real-world problems; 4. communicate professionally and effectively in written communication to various audiences to achieve targeted outcomes; 5. examine the impact of interpersonal communication on specific management processes and outcomes using relevant theories and concepts; 6. and examine complex sustainable dilemmas and the need for responsible leadership.
CONTENT	The content consists of the following topics: • Understanding the nature and challenges of entrepreneurship • Creativity • Innovation • Planning for, initiating and growing entrepreneurial ventures.
ASSESSMENTS	

Assessment Type	Weighting	Learning Outcomes Assessed
Individual Essay	60%	1, 2, & 3
Group Assignment	40%	3, 4, 5 & 6

RECOMMENDED RESOURCES	Frederick, HH, O'Connor, A & Kuratko, DF 2015, *Entrepreneurship: theory / process / practice*, 4th edn., Cengage Learning, Australia. Summers, J & Smith, B 2010, *Communication skills handbook: how to succeed in written and oral communication*, 4th edn., Wiley