



# MGMT1020

## Entrepreneurship and New Venture Management

Session 1, Online-scheduled-weekday 2024

*Department of Management*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Unit Schedule</u>	4
<u>Policies and Procedures</u>	4

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit Convenor

Dr. Lauren Gellatly

[lauren.gellatly@mq.edu.au](mailto:lauren.gellatly@mq.edu.au)

By Appointment

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit introduces students to the entrepreneurial process of generating ideas, identifying opportunities and developing these opportunities. Students will study business concepts and processes that support the successful launch and operation of entrepreneurial ventures. The unit is taught through experiential learning where students acquire the knowledge to launch new business ventures. Students will learn how to investigate market dynamics and customer needs to generate innovative ideas. Students will bring together the knowledge acquired across different disciplines, including sustainable thinking, as they provide recommendations to launch or re-launch a sustainable new business venture.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

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

**ULO1:** Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

**ULO2:** Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

**ULO3:** Analyse the strategies of an existing business venture and develop recommendations that integrate key management, marketing and operation models to

create a coherent, feasible and sustainable new venture plan.

## General Assessment Information

Unless a *Special Consideration* request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern. For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to apply for *Special Consideration*.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Competitor analysis</u>	40%	No	Week 5
<u>Entrepreneurial Group Project</u>	60%	No	Various- Please refer to iLearn

### Competitor analysis

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 5**

Weighting: **40%**

Report of 1500 words.

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

### Entrepreneurial Group Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 35 hours

Due: **Various- Please refer to iLearn**

Weighting: **60%**

This project requires a group of students to produce one written report and pitch their solution. The report is marked as a group (30% of total marks) and the pitch is marked individually (30% of total marks).

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.
- Analyse the strategies of an existing business venture and develop recommendations that integrate key management, marketing and operation models to create a coherent, feasible and sustainable new venture plan.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

*Please refer to this unit's iLearn page.*

## Unit Schedule

*Please refer to this unit's iLearn page.*

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)

- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

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Unit information based on version 2024.04 of the [Handbook](#)