



BUS 827

Entrepreneurship in Business

S1 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

David Gray

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Brenton Price

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Credit points

4

Prerequisites

BUS651 or MKTG696 or admission to the MLabQAMgt or admission to MActPrac or MCom or MEc or MIntBus prior to 2011 or admission to MLabQAMgt or MIntRelMIntTrdeComLaw or MIntTrdeComLaw or PGDipIntTrdeComLaw or PGCertIntTrdeComLaw or MBiotech

Corequisites

Co-badged status

There are no co-badged unit

Unit description

The purpose of this unit is to provide students with an understanding of the process that an entrepreneur employs to develop an idea into an opportunity and then into a thriving, valuable business. We will see how the application of sound principles of business strategy underpins the entrepreneurial process and is critical in achieving a successful outcome. Successful completion of this unit will provide students with knowledge and tools that will support them in their own entrepreneurial endeavours or equip them to contribute as part of an entrepreneurial team. The learning outcomes of this unit focus on applying the entrepreneurial process model to analyse entrepreneurs' venture creation; understanding and practising idea generation and screening including opportunity analysis of trends, feasibility and competitive analysis; understanding the process of how to write up a feasibility analysis and business plan to launch the new venture successfully; and finally understanding the basics of entrepreneurial finance including the raising funds, financing for growth, financial evaluation of opportunities, and acquisition financing.

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:

Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.

Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.

Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.

Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization.

Consider how to monitor venture performance, manage growth, and sustain organisations.

Assessment Tasks

Name	Weighting	Due
<u>A2: Case Studies</u>	30%	as per schedule
<u>A1: Business Plan</u>	30%	see schedule
<u>A3: Final Exam</u>	40%	as per exam timetable

A2: Case Studies

Due: **as per schedule**

Weighting: **30%**

Submission

Each student to individually complete three (3) case studies during the semester. Each case study is worth a maximum of 10%

Case 1 due - **7 April**

Case 2 due - **28 April**

Case 3 due - **12 May**

All cases to be submitted to Turnitin online by 11:59pm on the due date

Criteria

As per the assessment guidelines on iLearn website

Penalty

Late submissions will be penalised 10% for every day overdue

On successful completion you will be able to:

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- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
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- Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization.
- Consider how to monitor venture performance, manage growth, and sustain organisations.

A1: Business Plan

Due: **see schedule**

Weighting: **30%**

Submission

There are three components to the Group project as follows:

Preliminary Feasibility Report A1 (6-10 pages) (5%)

Final Feasibility Group Report A1 (25-30 pages) due in Week 10

Group presentation between Weeks 11 and 13

Extension

No extensions will be granted unless supported by a medical certificate

Penalties

Late submissions will incur a penalty of 10% of the assessment mark for each day that the assessment item is late.

On successful completion you will be able to:

- Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
- Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
- Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization.
- Consider how to monitor venture performance, manage growth, and sustain organisations.

A3: Final Exam

Due: **as per exam timetable**

Weighting: **40%**

The **final exam** will consist of:

1. 3x from 5 Short answer questions
2. One case study

Duration 2 hours

On successful completion you will be able to:

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- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
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Delivery and Resources

Classes

- BUS827 incorporates the lecture and tutorial in one 3-hour session, classes may move between lecture and tutorial elements (including student presentations) in order to break-up the class and ensure an optimal learning environment.
- The timetable for classes can be found on the University web site at: <http://www.timetable>

s.mq.edu.au/

- Attendance will be taken in the weekly classes. Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- You must attend at least 11 of the 13 weekly classes – failure to do so may affect your learning outcomes and performance in this Unit. Students are expected to arrive on time, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/ tutor.
- Students must be quiet during classes, unless of course when class participation is required. Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- Mobile phones must be turned OFF. No recordings of the seminars can be made without permission of the lecturer

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed text: **Norman Scarborough**

Title Essentials of Entrepreneurship and Small Business Management , Global Edition; ISBN 9780273787129; Published 09/01/2013

Published by Pearson Higher Ed USA, Pages 720, Format Paperback

This text is available for purchase at the Macquarie University Co-Op Bookshop. Additional readings and other materials, including PowerPoint slides for each lecture, will be placed on the unit webpage.

Recommended supplementary texts:

- Kim, W. and Mauborgne, R. 2005, *Blue Ocean Strategy*, McGraw Hill

TECHNOLOGY USED AND REQUIRED

- Students are required to learn how to use power point, word processing & iLearn course website. No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

UNIT WEB PAGE

The web page for this unit can be found at: <http://ilearn.mq.edu.au>

TEACHING AND LEARNING STRATEGY

- The unit is taught by lectures and tutorial activities with group discussions.
- Normally, there will be a lecture at the beginning of each class that will be used to present new concepts and tools that will contribute to students' understanding of the

subject area and assist you to complete assessment tasks. These lectures will be interactive and will use real life examples where possible. In order to prepare for these lectures, students are required to complete the chapter reading in the textbook in advance. These readings are set out in the week-by-week timetable that can be found in this section.

Changes to the Unit

Taking student feedback from the last semester we have introduced the case study assessment component into the course focusing more on performance outcomes of the entrepreneurial process.

Unit Schedule

Weekly Schedule

Please note that Units is a summary of the overall requirements for BUS827. The unit outline and Assessment Guide will be available on iLearn and must be read in conjunction in this Unit Guide

Week	Date	Lecture Topic	Tutorial / Assessment
1	3 March	Introduction to Entrepreneurship- Ch 1-2	Unit Overview Team Formation - Intro. Feasibility Analysis Template
2	10 March	Profitability and Financial Management · Productivity Measures · Balanced Scorecard · Financial Management Kerin & Peterson Ch. 2 Scarborough Ch 11 & 12	Kerin & Peterson Ch. 2 Exercises: 1, 7 and 8
3	17 March	Business models and Feasibility Analysis Scarborough Ch 3	Practice Case 1 Dr Pepper Snapple Group, Inc: Energy Beverages- Kerin & Peterson page 105

4	24 March	Writing a Business Plan Scarborough Ch 4	Group Assessment (A1) Feasibility Report (6-10 pages) Due Friday 28 March before 11.59pm via Turnitin - (5%)
5	31 March	Unique Marketing Issues – Scarborough Ch8,	Practice Case 2 Mary Kay India: The Hair Care Product Line Opportunity- Kerin & Peterson page 163
6	7 April	Pricing Scarborough Ch 10	Assessment (A2)- Case 1 – Due 7 April by 11.59pm via Turnitin Astor Lodge & Suites, Inc (10%) – Kerin & Peterson page 338
Mid Semester Break 12-27 April			
7	28 April	Legal Foundation and Building a New-Venture Team – Scarborough Ch 5 & Ch 16	Assessment (A2)- Case 2 – Due : 28 April by 11.59pm via Turnitin Sonance at a turning point (10%) – Kerin & Peterson page 577
8	5 May	Modes of entry into business Franchising Scarborough Ch 6 Buying an Existing business Scarborough Ch 7	Australian Case Study – Flipsters http://www.youtube.com/watch?v=k--RomhROYQ&feature=related http://www.youtube.com/watch?v=AAuYyrKZcj4&feature=related http://www.youtube.com/watch?v=VQ8Izhon4zc&feature=related

9	12 May	Getting Funding or Financing – Scarborough Ch 13	Assessment (A2)- Case 3 – Due : 12 May by 11.59pm via Turnitin Nundies (10%) – Kerin & Peterson page 593
10	19 May	The Importance of Intellectual Property	A1 (Group) Full Feasibility Analysis/ Business Plan Report Due Friday 23 May before 11.59pm (15%)
11	26 May	Preparing For and Evaluating the Challenges of Growth and Strategies for Firm Growth	A1 Group Presentations Start (10%) Wk11 – 13
12	2 June	A1 Group Oral Presentations cont. (10%) Wk11 – 13	
13	9 June	Course Revision and Exam Prep	A1 Group Oral Presentations cont. (10%) Wk11 – 13

Learning and Teaching Activities

Personal Readings

Textbooks, journal articles and on-line materials

Lectures

Lectures from staff and guest lecturers

Workshops

participation in problem solving workshops

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

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/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/

TO PASS THIS UNIT : ASSESSMENTS: In order to pass this course students must attempt ALL assessment tasks and achieve at least a 50% mark overall.

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 Services and 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.

Student Enquiries

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

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

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
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- Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
- Consider how to monitor venture performance, manage growth, and sustain organisations.

Assessment tasks

- A2: Case Studies
- A1: Business Plan
- A3: Final Exam

Learning and teaching activities

- Textbooks, journal articles and on-line materials
- Lectures from staff and guest lecturers
- participation in problem solving workshops

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
- Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
- Consider how to monitor venture performance, manage growth, and sustain organisations.

Assessment tasks

- A2: Case Studies
- A1: Business Plan
- A3: Final Exam

Learning and teaching activities

- Textbooks, journal articles and on-line materials
- participation in problem solving workshops

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
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Assessment tasks

- A2: Case Studies
- A1: Business Plan
- A3: Final Exam

Learning and teaching activities

- participation in problem solving workshops

Research and Practice

This unit uses journal articles research from external sources and Macquarie University researchers as listed in the references lists on iLearn.