BBA 220
Entrepreneurship and New Venture Management
S1 Day 2015
Dept of Marketing and Management

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http://unitguides.mq.edu.au/unit_offerings/51028/unit_guide/print
Unit guide BBA 220 Entrepreneurship and New Venture Management

Credit points
3

Prerequisites
24cp

Corequisites

Co-badged status

Unit description
This unit will introduce students to the entrepreneurial process of identifying opportunities and the development of a new business venture. Students will learn about the management, organisation, financial, marketing and legal challenges required to successfully operate an entrepreneurial venture via building their independent business or undertaking a new initiative within an existing firm. This unit will be taught through the experiential teaching method where students learn by doing. Students will sketch out a proposal for an entrepreneurial project and prepare a business plan for launching their own small business. The unit will enable students to explore entrepreneurship as a career choice and will contribute to their ability to be creative and innovative.

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

Learning Outcomes
1. Define and distinguish the practice of different types of entrepreneurship.
2. Identify and critique entrepreneurial opportunities.
3. Develop, review and revise strategies for building new ventures.
4. Apply theoretical perspectives to critically review entrepreneurial activities.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Individual Essay</td>
<td>20%</td>
<td>19 March 2015</td>
</tr>
<tr>
<td>Business Concept Development</td>
<td>30%</td>
<td>Weeks 5 - 13</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
<td>Weeks 5 - 13</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
<td>Formal exam period</td>
</tr>
</tbody>
</table>
Individual Essay

Due: 19 March 2015
Weighting: 20%

The individual essay is a critical reflection of the definition of entrepreneurship and the origin of entrepreneurial ideas and opportunities. The essay is based on primary and secondary research, including one interview with an entrepreneur and drawing on at least three peer-reviewed academic journal articles. See the essay instructions on ilearn for additional details and the marking rubric.

All students must submit their essays through Turnitin using the link on ilearn. Evidence of the interview (notes, transcript or audio recording) must be submitted to the assignment link on ilearn for submitting evidence of the interview.

Late essays will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. This penalty applies to the revised deadline if an application for Disruption to Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:

• Define and distinguish the practice of different types of entrepreneurship.

• Apply theoretical perspectives to critically review entrepreneurial activities.

Business Concept Development

Due: Weeks 5 - 13
Weighting: 30%

Working in groups, students identify a business opportunity, assess the business idea, and develop the plan for building a business venture. Groups present their business proposal in three sections. Every member of the group takes a leadership role for at least one section. At the time of each presentation, group members submit peer evaluations of all fellow group members. In situations of unsatisfactory contributions by a group member, individual grades for group work will be moderated based on peer evaluation and tutor/lecturer judgment. The lecturer has the final say in all group mark adjustments. Please see the instructions for the business concept development on ilearn for additional details and the marking rubric.

Groups present sections of their business concept in tutorials. On the day of the first two presentations, the group submits a 1-page summary of their presentation to the tutor. On the day of the third presentation, before the tutorial, the group submits their written business concept through Turnitin.

No late presentations or materials are accepted, unless an application for Disruption to Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:
• Identify and critique entrepreneurial opportunities.
• Develop, review and revise strategies for building new ventures.
• Apply theoretical perspectives to critically review entrepreneurial activities.

Participation
Due: **Weeks 5 - 13**
Weighting: **10%**

When groups make presentations in tutorials (weeks 5-13), students are expected to contribute to discussions of all group’s evolving business concepts. There will be time after each group’s presentation to discuss the development of the business idea by asking questions, making suggestions or sharing ideas. Students are expected to share their ideas in constructive ways. Students' entrepreneurial skills will be developed by the opportunity to engage in the planning, development and evolution of multiple business concepts. Participation will be marked based on the quality and quantity of contributions to the work of peers.

Attendance is a prerequisite for participation, but it does not constitute participation. Students who do not verbally contribute to the discussion will receive 0 out of 10 marks.

This Assessment Task relates to the following Learning Outcomes:
• Identify and critique entrepreneurial opportunities.
• Develop, review and revise strategies for building new ventures.
• Apply theoretical perspectives to critically review entrepreneurial activities.

Final Exam
Due: **Formal exam period**
Weighting: **40%**

The final examination is included as an assessment task for this unit to provide assurance that the student has attained the knowledge and skills assessed by the exam. The exam will be held during the University’s formal examination period. Details of the final exam will be released by week 13.

This Assessment Task relates to the following Learning Outcomes:
• Define and distinguish the practice of different types of entrepreneurship.
• Apply theoretical perspectives to critically review entrepreneurial activities.

Delivery and Resources

Classes
1 x 2 hour lecture and 1 x 1 hour tutorial each week; i.e., 3 hours of class each week unless otherwise indicated in the lecture schedule
Classes may vary due to public holidays.

The timetable can be found on the University website at: http://students.mq.edu.au/student_admin/timetables.

**Required Text**


The text is available as an ebook or hard copy. It is available from the Co-Op Book Shop, and reserve copies are held at the University library.

**Technology Used**

Students will need to have access to a computer and the internet.

Students may use Powerpoint, Prezi or a similar program to prepare visual aids for their presentations.

Students will need to have access to the ilearn website for the unit: https://ilearn.mq.edu.au/login/MQ/.

**Group Work**

Students will work in groups to develop the Business Concept Plan.

**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:


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/](https://students.mq.edu.au/support/student_conduct/)
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

- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.

Assessment tasks

- Business Concept Development
- Participation

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Define and distinguish the practice of different types of entrepreneurship.
- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.
- Apply theoretical perspectives to critically review entrepreneurial activities.

Assessment tasks

- Individual Essay
- Business Concept Development
- Participation
- Final Exam

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 and distinguish the practice of different types of entrepreneurship.
• Identify and critique entrepreneurial opportunities.
• Develop, review and revise strategies for building new ventures.
• Apply theoretical perspectives to critically review entrepreneurial activities.

Assessment tasks
• Individual Essay
• Business Concept Development
• Participation
• Final Exam

Changes from Previous Offering
The text, lectures and assessments have changed since the previous offering of the unit.

Research and Practice
Additional readings and videos will be listed on the Weekly Guide and a link will be posted to iLearn.

Changes since First Published

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<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>19/02/2015</td>
<td>Changes with regards to teaching staff.</td>
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