



BBA 220

Entrepreneurship and New Venture Management

S1 Day 2017

Dept of Marketing and Management

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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

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N/A

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Credit points

3

Prerequisites

21cp at 100 level or above

Corequisites

Co-badged status

Unit description

This unit introduces students to the entrepreneurial process of identifying opportunities and developing these opportunities to new business ventures. Students will learn business concepts and processes required to successfully launch and operate an entrepreneurial venture. The unit is taught through experiential learning where students learn by starting a business venture. The new business can be a profit-driven enterprise or an enterprise driven by addressing social needs. Students will learn how to investigate market dynamics and customer needs to generate innovative ideas. Crafting a business plan and working towards a pitch provide the necessary critical skills that, to a degree, resemble the real world of entrepreneurship. Students will bring together the knowledge acquired across different disciplines and will need to participate actively as an entrepreneurial team to launch the new 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:

Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.

Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.

Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Case Report</u>	30%	No	Week 6, Mon 3 April by 9am
<u>Creative Production</u>	30%	No	Week 11, Friday 26 May by 9am
<u>Presentation</u>	20%	No	Week 12 and Week 13
<u>Assignment</u>	20%	No	Thurs, 15 June 2017 by 9am

Case Report

Due: **Week 6, Mon 3 April by 9am**

Weighting: **30%**

The individual report is a critical reflection of the definition of entrepreneurship, the origin of entrepreneurial ideas and opportunities and the entrepreneurial mindset that is often a characteristic of an entrepreneur. The report is based on secondary research and primary research.

Your first task is to provide a critical review of entrepreneurship. Your critical review is based on synthesising readings from peer-reviewed academic journals, relevant databases, industry and government reports, websites and newspaper articles. Your second task is to analyse the start-up and development of an entrepreneurial venture. This second task requires you to interview an entrepreneur. Draw on concepts and theories to consider the characteristics of your selected entrepreneur and the emergence of his/her business idea.

All students must submit their reports through turnitin using the link on iLearn. No extension will be granted. Late essays will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. Penalty does not apply in cases in which an application for disruption is made and approved. If the revised extended deadline is not met, late penalty applies.

Read the Individual Report instructions on iLearn for additional details and marking criteria.

On successful completion you will be able to:

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

Creative Production

Due: **Week 11, Friday 26 May by 9am**

Weighting: **30%**

Gone are the days of the maverick entrepreneur! Research indicates that an entrepreneurial team has a higher chance of success compared to a lone entrepreneur. Your task is to assemble a diverse and energetic creative team of students to launch a new business venture. The task of the team is to identify business opportunities, assess these opportunities and develop a business plan to launch your new business venture. Progressive milestones must be established from week 4 before the culmination of your progress into the Business Plan which must be submitted through turnitin by Week 11, Friday, 26 May 2017 by 9am.

No extension will be granted. Late reports will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. Penalty does not apply in cases in which an application for disruption is made and approved. If the revised extended deadline is not met, late penalty applies.

Read the New Business Venture Plan instructions on iLearn for additional details and marking criteria.

On successful completion you will be able to:

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Presentation

Due: **Week 12 and Week 13**

Weighting: **20%**

15-minutes per new business team pitch presentation. Presentation slides must be uploaded on iLearn BEFORE presentation!

The entrepreneurial team must present its New Business Venture in a presentation pitch in Week 12 or Week 13. This is a 15-minutes per team presentation. **Marks are awarded based on individual presentation even though this assessment is a team business pitch presentation.** BEFORE the pitch presentation, you must submit your team's powerpoint slides on iLearn Discussion Forum. Your powerpoint presentation must not contain more than 12 slides. Penalty applies if powerpoint slides are not uploaded before the pitch presentation. **All students must be present in class in both the Pitch presentation days.** Absence without approved "Disruption to Studies" will be awarded 0 marks.

Read the New Business Pitch instructions on iLearn for additional details and marking criteria.

On successful completion you will be able to:

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assignment

Due: **Thurs, 15 June 2017 by 9am**

Weighting: **20%**

You are required to reflect critically and analytically about your learning in this unit in general but more specifically, about your learning as part of an entrepreneurial team. To write a good reflective report you must start, from Week 1, to keep a record of your learning experience, the knowledge you gained, the connections you made and the value you and other team members contributed to your team's output (Business Plan and Business Pitch). Explore the connections between your prior knowledge and the new knowledge gained from your team experience in this unit. Be guided by aspects of concepts, theories and readings covered in this unit. A proposed structure for this Reflective Report writing will be posted on iLearn.

All students must submit their Reflective Reports through turnitin using the link on iLearn. No extension will be granted. Late reports will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. Penalty does not apply in cases in which an application for disruption is made and approved. If the revised extended deadline is not met, late penalty applies.

Read the Reflective Report instructions on iLearn for additional details and marking criteria.

On successful completion you will be able to:

- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

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

Barringer, B. and Ireland, R. (2016). "Entrepreneurship. Successfully Launching New Ventures". Global Edition, 5th Ed, Pearson Education Ltd. England .

Useful additional text

Barringer, B (1980). "Preparing Effective Business Plans An Entrepreneurial Approach". (2008). Prentice Hall.

Osterwalder, A and Pigneur, Y (2010). "Business Model Generation: A handbook for visionaries, game changers and challengers", John Wiley & Sons, Inc., New Jersey.

Prizes

Prizes for this unit: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Suggested Academic Journals for reading:

- Entrepreneurship, Theory and Practice
- Harvard Business Review
- Journal of Business Venturing
- Journal of Small Business Management

- Journal of Small Business Economics

Some suggested journal articles may be available on iLearn

Additional relevant resources

- Global Entrepreneurship Monitor : <http://www.gemconsortium.org/>
- ABS, Australian SMES : <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/1321.0Main+Features12001?OpenDocument>
- Innovation Australia : <http://www.innovation.gov.au/>
- Harvard Business school entrepreneurs <http://www.hbs.edu/entrepreneurs/>
- Pitch for financial investors: check iLearn for current links
- Crowd funding: check iLearn for current links
- Venture capital: check iLearn for current links
- Angel investors: check iLearn for current links

Unit Web Page

Please note that the unit's logon iLearn address is: <http://ilearn.mq.edu.au>

Please check this site each week for lecture slides (available for downloading and printing). In addition, other notes will be posted on the site from time to time and discussion forums are available for online participation. It is incumbent upon each student to regularly check iLearn (i.e. at least once a week). Where stated in your assessments, you must upload your reports through the appropriate Turnitin link. IT IS YOUR RESPONSIBILITY TO ENSURE THAT YOU SUBMIT YOUR ASSESSMENTS TO THE CORRECT TURNITIN LINK - UNDER YOUR CORRECT TUTOR'S NAME, ON THE CORRECT DATE. Failure to do so will result in a loss of marks.

Technology Use

Students are expected to have knowledge of working with Microsoft Word, Excel and PowerPoint Also it is expected that students get themselves familiar with iLearn, Google Scholar, and other required online databases.

Requirements to complete this unit satisfactory

Students must perform satisfactorily in all assessment tasks for this unit. Successful completion of this unit is conditional on submission of all assessment tasks and achieving a minimum of 50% of the total assessments. Failure to submit any one of the assessment tasks will result in failure of the entire unit. Transference of marks is not permissible across assessment tasks.

Unit Schedule

Week	Date (w/c)	Lecture topic Readings	Tutorials and assessments
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1	27 Feb	<p>Introduction to Unit Introduction to Entrepreneurship</p> <p><i>Readings Text: Chapters 1</i></p> <p><i>Articles: Gartner (1990); Shane and Venkataraman (2000)</i></p>	<p>No tutorial in Week 1</p>
2	6 March	<p>Recognizing opportunities and ideas</p> <p>Guest Speaker: TBA</p> <p><i>Readings Text: Chapter 2</i></p> <p><i>Articles: Granovetter (1973); Dimov (2011)</i></p>	<p>Introductions, Briefing of assessments, team formation</p> <p>Case Study for in-class participation:</p> <p><i>Prim: How a lack of passion and resolve can kill a business – p. 33</i></p>
3	13 March	<p>Feasibility Analysis</p> <p><i>Readings: Chapter 3</i></p>	<p>Finalise your new venture team today! Q&A on assessments</p> <p>Case Study for in-class participation:</p> <p><i>Dropbox: Solving a compelling problem in a smooth manner – page 90</i></p>
4	20 March	<p>Business Models</p> <p>Guest Speaker: TBA</p> <p><i>Readings Text: Chapter 4</i></p> <p><i>Additional reading: Osterwalder and Pigneur (2010); Kesting et al., (2015)</i></p>	<p>In-class entrepreneurial team work – Focus on “Team Contract” and brainstorming that Big idea.</p> <p>You be the VC 3.1 and 3.2 p.121</p>
5	27 March	<p>Industry and Competitor Analysis</p> <p><i>Readings: Chapter 5</i></p> <p><i>Additional on iLearn:</i></p> <p><i>Hitt, et al., (2011)</i></p>	<p>Case Study for in-class participation:</p> <p><i>Quirky: How one company ... p.136</i></p> <p><i>Also Application Question 4-25, p.157</i></p>

6	3 April	<p>Writing a Business Plan</p> <p><i>Reading: Chapter 6</i></p> <p><i>Additional readings: Preparing Effective Plans, Barringer (2008); Sahlman (1997)</i></p>	<p>In-class entrepreneurial team work –Show and discuss progress of Business plan, focusing on the business idea, industry and feasibility.</p> <p>Individual Report Due: Mon, 3 April by 9am.</p>
7	10 April	<p>Legal Foundation and types of Intellectual Property</p> <p>Guest Speaker: TBA</p> <p><i>Readings: Chapters 7 and 12</i></p>	<p>Case Study for in-class participation:</p> <p><i>Birchbox: Leveraging the College Experience...p.232</i></p>
		<p>Mid-term break – enjoy!</p>	
8	1 May	<p>Financial Viability</p> <p><i>Reading: Chapter 8</i></p> <p>Guest Speaker: TBA</p> <p><i>Additional on iLearn: Financial templates</i></p>	<p>In-class entrepreneurial team work –Show and discuss progress of Business plan, focusing on management, marketing and operations.</p>
9	8 May	<p>Building your new venture team and Unique Marketing issues</p> <p><i>Reading: Chapters 9 and 11</i></p>	<p>In-class participation:</p> <p>You be the VC 8.1 and 8.2: p.309</p>

10	15 May	Getting finance and funding <i>Reading: Chapter 15</i> <i>Additional on iLearn:</i> <i>Article: Mollick (2014)</i>	In-class entrepreneurial team work –Final work-in-progress discussion of your Business Plan.
11	22 May	Challenges and strategies for venture growth <i>Readings text: Chapters 13 and 14</i> <i>Articles: Chang and Webster (2016)</i> <i>Isenberg (2008)</i>	In-class entrepreneurial team work –Focus on preparation for your Business Pitch New Venture Business Plan Due: Friday 26 May by 9am
12	29 May	Continuing on growth strategies and Franchising <i>Readings: Chapters 14 and 15</i>	First few groups to present New Business Pitch
13	5 June	Revisions and final Q&A	Remaining groups to present New Business Pitch
14	12 June	NO LECTURE	NO TUTORIALS Reflective Report due on Thursday, 15 June by 9am
<p>Important notes:</p> <p>Lecture and tutorial activities might change. Changes, if any, will be announced on iLearn.</p> <p>Tutorial attendance is strongly recommended especially in tutorial weeks when there is entrepreneurial team work.</p>			

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_2016.html

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

Complaint Management Procedure for Students and Members of the Public <http://www.mq.edu.a>

[u/policy/docs/complaint_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/

Results

Results shown in *iLearn*, 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.

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://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.

Graduate Capabilities

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

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.

Assessment tasks

- Case Report
- Creative Production
- Presentation
- Assignment

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

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and

decision-making.

- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Case Report
- Creative Production
- Presentation
- Assignment

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Case Report
- Creative Production
- Assignment

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues, including ethical considerations in analysis and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Case Report
- Creative Production
- Presentation
- Assignment

Changes from Previous Offering

Changes in the development and submission of a new venture business plan.

New textbook. This is different from previous semesters.

Exam is now replaced with a Reflective Report.

Global and Sustainability

This Unit draws on global practices of sustainability in addressing entrepreneurial projects.

Students have the opportunity to engage in sustainable issues that affect community and society at large.

Research and Practice

This Unit builds on entrepreneurial principles of understanding the external and internal environment which provide the platform to seek opportunities and to launch new ventures. This perspective requires students to source secondary and/or primary data from Macquarie University library and other external sources and to apply the research findings to their assessments. Students are reminded to consider ethical implications of conducting research.

Changes since First Published

Date	Description
30/01/2017	Name of Unit moderator added. Advice of new textbook for S1, 2017.