MGMT311

Entrepreneurship Project

S2 Day 2017

Dept of Marketing and Management

Contents

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General Information

Unit convenor and teaching staff
Lecturer and convenor
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Contact via Email
Room 518, E4A
Wednesdays 3-4pm

Credit points
3

Prerequisites
(42cp at 100 level or above) including BBA350

Corequisites
MKTG312 and MGMT304

Co-badged status

Unit description
This unit is the Capstone for the Entrepreneurship major. It integrates knowledge acquired throughout the program, and looks at how theory is dealt with in practice. By focusing on contemporary challenges facing entrepreneurs, students will synthesise and apply their acquired knowledge to real-world scenarios such as managing start-up ventures. The unit will develop students' abilities to endorse appropriate business models and strategies to create and realise opportunities beyond the university setting.

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:

Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.

Critically evaluate and apply entrepreneurship theory to real-world scenarios.

Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

General Assessment Information

All students are expected to ensure that they are available from the start until the end of the teaching semester, which is the final day of the official examination period. Students are also expected to actively engage in class and to be able to find time to collaborate with group members outside of scheduled classes.

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual assignment	40%	No	Week 7 & 13
Entrepreneurship Project	60%	No	Week 8, 9, 11 & 13

Individual assignment

Due: **Week 7 & 13**
Weighting: **40%**

This assignment will cover material throughout the unit. It will require a thorough written response to specific questions. These specific questions and marking criteria will be presented on iLearn. The written documents are to be submitted via Turnitin, available via iLearn.

No extensions will be granted. Late tasks will be accepted up to 48 hours after the submission deadline. There will be a deduction of 10% from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Disruption of Studies is made and approved.

Research and Practice

The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources. This unit uses research from external sources as listed in the references lists on iLearn.

On successful completion you will be able to:

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.

Entrepreneurship Project

Due: **Week 8, 9, 11 & 13**
Weighting: **60%**

The entrepreneurship project requires student groups to develop, document and orally present

an authentic entrepreneurial solution to an entrepreneurial challenge presented by a partner organisation (e.g. a business, a patent holder or a not-for profit organisation). The entrepreneurship project solution should address all relevant stakeholders needed to realise the project.

In addition, this assignment requires each individual student to demonstrate how the entrepreneurship project has progressed and contributed to learning and development. This is done through submitting reflective project diary as well as a reflective evaluation of the project.

- The entrepreneurship solution (both written documentation and oral presentation) is marked on a group basis (a total weight 30% of total unit marks).
- There is also an individual component to the oral presentation, where each individual student is marked based on presentation skills (a total weight of 10% of total unit marks).
- The individual student diary and reflective evaluation is marked individually (a total weight of 20% of total unit marks).

In total the entrepreneurship project carries a weight of 60% of the total unit marks.

Details relating to the project specifications, exact submission dates and marking guidelines will be presented on iLearn and in class. The written documents are to be submitted via Turnitin, available via iLearn. No extensions will be granted. Late tasks will be accepted up to 48 hours after the submission deadline. There will be a deduction of 10% from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Disruption of Studies is made and approved.

Research and Practice

The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources. This unit uses research from external sources as listed in the references lists on iLearn.

On successful completion you will be able to:
- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.
- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

Delivery and Resources

All students are expected to ensure that they are available from the start until the end of the teaching semester, which is the final day of the official examination period. Students are also expected to actively engage in class and to be able to find time to collaborate with group members outside of scheduled classes.

There is no specified textbook, but extensive required readings will be available via iLearn.

A total mark of 50 or higher (out of 100) is required to complete this unit.

Technology used: iLearn (https://ilearn.mq.edu.au) and Macquarie University email.

Access to a personal computer is required to access iLearn; students are required to use word processing and Turnitin for submitting assignments. You will need to bring a WiFi enabled device to every class to use in student centred, problem based learning activities and for access to online analytical tools. The web page for this unit can be found at: iLearn http://ilearn.mq.edu.au

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Learning and Teaching Activities

Active learning

This unit is taught using lectures and a combination of student presentations, video presentations and discussions. Students are expected to read prescribed text chapters before lectures, attend lectures, join in discussions and complete all assessments. Reflection is crucial to integrating unit material. Therefore active participation in discussions and exercises is of great importance not only to the participating student but to the whole class.

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.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

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 outcome

- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

Assessment task

- Entrepreneurship Project

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

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.
- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

Assessment tasks

- Individual assignment
- Entrepreneurship Project

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

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.

- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

Assessment tasks

- Individual assignment
- Entrepreneurship Project

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 outcome

- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

Assessment task

- Entrepreneurship Project