



BBA 220

Entrepreneurship and New Venture Management

S2 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Lecturer in charge

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E4B104

1 hour after tutorial by appointment, all other times only by appointment and pre-arranged via email

Moderator

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Level 4, E4A

By appointment

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 <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

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

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

General Assessment Information

Task	Weight	Due Date	Linked Learning Outcomes	Linked Graduate Capabilities	Brief Description
Class Participation (online)	15%	Ongoing	1-6	1, 2, 3, 4	Engagement in online discussion
Individual Essay	20%	Week 4, 26th of August	1-6	1, 2, 3, 4	Essay of 1500-2500 words
Group Assignment	30%	Week 10, 21st of October	1-6	1, 2, 3, 4	Business plan of and oral presentation
Final Exam	35%	Exam period	1-6	1, 2, 3	Examination

Graduate Capabilities

1. Discipline specific knowledge and skills
2. Critical, analytical and integrative thinking
3. Problem solving and research capability
4. Creative and innovative

Assessment Tasks

Name	Weighting	Due
<u>Class Participation (online)</u>	15%	weekly five days after lecture

Name	Weighting	Due
Individual Essay	20%	Week 4, 26th of August
Group Assignment	30%	Week 10, 21st of October
Final Examination	35%	University Examination Period

Class Participation (online)

Due: **weekly five days after lecture**

Weighting: **15%**

Submission

Students have five working days to submit weekly online discussion after lecture on Tuesday. The cut off time is mid night on following Monday after lecture.

Extension:

No extensions will be granted.

Penalties:

Students who have not submitted the task prior to the deadline will be awarded a mark of "0" for the task, except for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Please refer to the instruction of Class Participation (Online).

On successful completion you will be able to:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Individual Essay

Due: **Week 4, 26th of August**

Weighting: **20%**

Submission

Submit hard copy to BESS on Tuesday of Week 4 (26th of August)

Extension:

No extensions will be granted. Late tasks will be accepted up to 72* hours after the submission deadline.

Penalties :

There will be a deduction of 20%* of the total available marks made 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 - 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Please refer to the instruction of individual Essay

On successful completion you will be able to:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Group Assignment

Due: **Week 10, 21st of October**

Weighting: **30%**

Submission

Submit hard copy on Tuesday of Week 10 (21st of October)

Extension:

No extensions will be granted.

Penalties:

Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and

approved.

What is required to complete the unit satisfactorily

Please refer to the instruction of group assignment

On successful completion you will be able to:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Final Examination

Due: **University Examination Period**

Weighting: **35%**

Examination conditions

Refer to the instruction on Final Examination

What is required to complete the unit satisfactorily

Refer to the instruction on Final Examination

On successful completion you will be able to:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Delivery and Resources

Classes

Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1x 2 hour lecture and 1 x 1 hour tutorial.

The timetable for classes can be found on the University web site at:

<http://www.timetables.mq.edu.au/>

Required and Recommended Texts and/or Materials

Prescribed Text:

Timmons, Jeffrey A et. al. (2010). New Venture Creation: Entrepreneurship for the 21st Century- A Pacific Rim perspective. McGraw-Hill Australia. ISBN 978 007027766 3

Recommended texts:

Allen, K. R.(2003) launching new venture: an entrepreneurial approach. Boston: Houghton Mifflin. **ISBN** 061821481

Blackwell, Edward(2008). How to prepare a business plan. 5th Edition. London: Kogan Page **ISBN** 9780749449810

Frederick, H; Kuratko, D.F. & Hodgetts, R.M.(2007). Entrepreneurship: Theory, Process & Practice. Asia-Pacific Ed. Thomson. Hisrich, D; Peters, M& Shepherd, D (2010). Entrepreneurship. 8th Edition. **ISBN:** 9780071267687

Turock, A.(2002). Invent business opportunities no one else can imagine. Franklin Lakes, NJ: Career Press **ISBN:** 1564145786

Zimmerer, Thomas W., Scarborough, Norman M., Wilson, Doug (2008). Essentials of Entrepreneurship and Small Business Management. A Pearson International Edition **ISBN:** 0131579436

Technology Used and Required

Students familiar with web browsing, Powerpoint, word processing and iLearn.

Unit Web Page

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

Teaching and Learning Strategy

The unit is taught by lecture and tutorial discussions.

What is expected from students?

Read in advance; prepare case studies for tutorials; follow current developments in the entrepreneur world; be able to apply concepts in tutorial exercises; respond to questions raised during lectures; demonstrate enthusiasm for the subject; attend all group meetings; start a personal business plan and keep on enriching it with the concepts and principles learned during the lecture.

Changes Since Last Offered.

Lecture materials and some cases updated. Otherwise no changes

Unit Schedule

Week	Lecture Topic	Textbook Chapters
1	Induction to Entrepreneurship learning and Critical Reflective Practice	CH 1 & 2
2	Recognising and Creating Opportunities	CH 3, 4 & 5
3	Assessing and Screening Opportunities and Business Ideas	CH 6, 7, 10 & 15
4	Resource Organisation	CH 11, 13, 14 & 16
5	Developing a Business Plan	CH 8
6	New Venture Creation-Leadership and Team Building	CH 9 & 17
7	Surviving Competition	CH 17
8	Managing the Growth	CH 12 & 15
9	Challenges and Failures	
10	Entrepreneurial Growth into Global Business	
11	Intrapreneur and Family Business Succession	CH 18
12	Beyond Entrepreneurship	CH 19
13	Review and Revise for Final Examination	

Learning and Teaching Activities

Critical Reflective Practice(CRP)-keep a CRP journal

Read the article from Brookfield, S.D. (1995). Becoming a critically reflective teacher. San Francisco: Jossey-Bass.

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/

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

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

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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

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

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Assessment tasks

- Class Participation (online)
- Individual Essay
- Group Assignment
- Final Examination

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

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Assessment tasks

- Class Participation (online)

- Individual Essay
- Group Assignment
- Final Examination

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

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Assessment tasks

- Class Participation (online)
- Individual Essay
- Group Assignment
- Final Examination

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

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of challenges in creating a business.

Assessment tasks

- Class Participation (online)
- Individual Essay
- Group Assignment

Research and Practice

This unit uses research from the following journals:

- The Australian Private Equity & Venture Capital Association Limited.
<http://www.avcal.com.au>
- Journal of business venturing http://www.elsevier.com/wps/find/journaldescription.cws_home/505723/description
- Entrepreneurship theory and practice <http://onlinelibrary.wiley.com/journal/10.1111/%28ISSN%291540-6520>
- Bloomberg Business week. <http://www.businessweek.com/>
- Edward Lowe Foundation. <http://www.lowe.org/>
- CEO Express. <http://www.ceoexpress.com/>
- Kauffman the foundation of entrepreneurship. <http://www.entrepreneurship.org/>
- The Finance Hub. <http://www.financehub.com/>

This unit gives you practice in applying research findings in your assignments

This unit gives you opportunities to conduct your own research.