



MGMT7027

Entrepreneurship in Business

Session 2, Special circumstance 2020

Department of 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.

Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Dr Frances Chang

frances.chang@mq.edu.au

Credit points

10

Prerequisites

Admission to MRes

Corequisites

Co-badged status

Unit description

This unit focuses on the principles of starting-up a new business venture. Throughout the session, we will discuss and critically reflect upon the economic, technological, societal, and global dimensions of entrepreneurship, and explore a range of concepts, models and approaches that represent the theory of entrepreneurship. You will apply this knowledge to practice by working in teams to experience multiple aspects of a new venture start-up. These will include ethical, societal and financial considerations, the creativity of developing a business idea, the development and formulation of a business model and plan, as well as unique marketing issues, ownership, growth and global aspects of entrepreneurship. Successful completion of the unit will provide you with knowledge and tools that will support you in your own entrepreneurial endeavours.

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:

ULO1: Review entrepreneurship education literature and critically assess the methods and approaches used.

ULO2: Design new business ventures with the consideration of a range of economic, societal, technological and global aspects of entrepreneurship.

ULO3: Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.

ULO4: Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

General Assessment Information

Late Assessments must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 10%** 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 incurs a 40% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---|-----------|--------|---------------|
| New Venture Start-Up | 40% | No | Weeks 2 to 12 |
| Entrepreneurship Education Research Paper | 60% | No | Week 13 |

New Venture Start-Up

Assessment Type ¹: Project
Indicative Time on Task ²: 20 hours
Due: **Weeks 2 to 12**
Weighting: **40%**

This assessment comes in two parts. The first part is the written report of your business and the second part is the pitch presentation of your new venture project.

Part 1: Written report Details: 3,000-word limit Group mark worth 20% Your new venture business report is a professional document that presents your business opportunity within a framework that includes business models. These business models should show how value is created, delivered and captured and need to be developed using relevant research methods and principles and by conducting research to recommend appropriate solutions to complex business problems. Your new venture will encompass entrepreneurial creativity in solving a problem and/or identifying gaps that are not filled by the current market. Your entrepreneurial new venture can be a commercial venture focused on financial rewards or a social venture to deliver social good.

Part 2: Business Ideas and Pitch Presentation Details: To be recorded as 15-minute video Individual mark worth 20% Each entrepreneurial group must give a stand-up presentation of its new business venture in a pitch presentation. This presentation aims to impress and convince investors to invest in your venture. This is assessed as an individual mark and includes submission of individual business ideas on Turnitin.

On successful completion you will be able to:

- Design new business ventures with the consideration of a range of economic, societal, technological and global aspects of entrepreneurship.
- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

Entrepreneurship Education Research Paper

Assessment Type ¹: Literature review

Indicative Time on Task ²: 30 hours

Due: **Week 13**

Weighting: **60%**

Entrepreneurship Education Research Paper: This assignment requires student to review the entrepreneurship education literature and critically assess the methods and approaches used in this unit. The paper length is 3,000-words.

On successful completion you will be able to:

- Review entrepreneurship education literature and critically assess the methods and approaches used.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

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|---------------|--|
| Required Text | Scarborough, N and Cornwall, J (2019) Essentials of Entrepreneurship and Small Business Management, Global Edition (9e). Pearson Education Ltd. England. |
| Unit Web Page | The web page for this unit can be found at: https://ilearn.mq.edu.au/login/ |

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| Technology Used and Required | Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students. |
| Delivery Format and Other Details | The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/ |
| Recommended readings | Recommended readings are provided via the links on the iLearn Unit page |
| Inherent Requirements | None |

Unit Schedule

Please see iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](#) or if you are a Global MBA student contact globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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](#)

If you are a Global MBA student contact globalmba.support@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.