



# MGMT1020

## Entrepreneurship and New Venture Management

Session 2, Special circumstance 2020

*Department of Management*

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#### **Disclaimer**

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#### **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

Unit Convenor

Lauren Gellatly

[lauren.gellatly@mq.edu.au](mailto:lauren.gellatly@mq.edu.au)

Credit points

10

Prerequisites

30cp at 1000 level or above

Corequisites

Co-badged status

Unit description

This unit introduces students to the entrepreneurial process of generating ideas, identifying opportunities and developing these opportunities. Students will study business concepts and processes that support the successful launch and operation of entrepreneurial ventures. The unit is taught through experiential learning where students acquire the knowledge to launch new business ventures. Students will learn how to investigate market dynamics and customer needs to generate innovative ideas. Students will bring together the knowledge acquired across different disciplines, including sustainable thinking, as they provide recommendations to launch or re-launch a sustainable new business 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:

**ULO1:** Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

**ULO2:** Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

**ULO3:** Analyse the strategies of an existing business venture and develop recommendations that integrate key management, marketing and operation models to

create a coherent, feasible and sustainable new venture plan.

## General Assessment Information

### Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

*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
<a href="#">Entrepreneurship Analysis</a>	30%	No	Week 7
<a href="#">Class Test</a>	10%	No	Weeks 7, 10 and 13
<a href="#">Start-Up Analysis and "Let's Chat"</a>	60%	No	Part 1: Week 9; Part 2: Week 12

## Entrepreneurship Analysis

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 7**

Weighting: **30%**

This assessment is a critical analysis of the definition of entrepreneurship, the origin of entrepreneurial ideas and opportunities and the entrepreneurial mindset that is often a characteristic of an entrepreneur. Your 1,000-word analysis is based on synthesising theoretical concepts and models, readings from peer-reviewed academic journals, relevant databases, industry and government reports, websites and newspaper articles.

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

## Class Test

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 5 hours

Due: **Weeks 7, 10 and 13**

Weighting: **10%**

Three 20 minute quizzes, administered via iLearn, will be held during weeks 7, 10, & 13.

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

## Start-Up Analysis and "Let's Chat"

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Part 1: Week 9; Part 2: Week 12**

Weighting: **60%**

This assessment requires you to analyse the start-up and development of an entrepreneurial venture, and then discuss your findings in class. The first part, worth 30%, requires you to identify and select an entrepreneurial start-up. You have the option of interviewing a business owner OR selecting an entrepreneur from published sources. Information from published sources include annual reports, media articles, blogs, general reports, websites etc. In your analysis, draw on concepts and theories to consider the characteristics of your selected entrepreneur and the emergence of his/her business idea. Your written submission is up to 1,500 words. The second part of this task, worth 30%, requires you to assess and present your findings in a "Let's Chat" session. This is a speaking and listening task done during the tutorial time. You will work in a group as you share your findings and arrive at a group response. Each student will present a selected portion of the group response and this will be marked as individual mark.

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable

value for business and society.

- Analyse the strategies of an existing business venture and develop recommendations that integrate key management, marketing and operation models to create a coherent, feasible and sustainable new venture plan.

<sup>1</sup> 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.

<sup>2</sup> 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

<b>Required text</b>	Entrepreneurship Successfully Launching New Ventures. Sixth Edition. Bruce R. Barringer and R. Duane Ireland (2019). ISBN: 9781292255330
<b>Unit web page</b>	The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
<b>Technology Used and Required</b>	<p>Students are required to have access to a personal computer and familiarise themselves with iLearn (<a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p> <p>Students are required to download and familiarize themselves with Zoom.</p> <p>Students will need access to a webcam or other device (tablet, mobile phone etc.) for recording presentations.</p>
<b>Delivery Format and Other Details</b>	<ul style="list-style-type: none"> <li>• Number and length of classes: <b>1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face</b> to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)</li> <li>• Tutorials will commence in <b>Week 1</b>.</li> <li>• The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li> </ul>
<b>Recommended readings</b>	Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page
<b>Inherent Requirements</b>	None

## Unit Schedule

Please see iLearn.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<https://staff.m>

[mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central](http://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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.