



MMCC8030

Creative Entrepreneurship

Session 2, Special circumstance 2020

Department of Media, Music, Communication and Cultural Studies

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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

Convenor/Lecturer

Prof. Kathryn Millard

kathryn.millard@mq.edu.au

Contact via Email

TBA

Credit points

10

Prerequisites

Admission to MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description

This unit examines collaborative modes of production and models of entrepreneurship for creative media through critical readings and the study of in-depth case-studies. It considers models from artist-run spaces and studios through to creative industry practices.

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: analyse a range of practices in creative entrepreneurship.

ULO2: synthesize critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices.

ULO4: apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.

ULO3: communicate an advanced knowledge of the methods and principles underlying design of artist run spaces and studios.

ULO5: evaluate and analyse the major themes, issues and debates relating to entrepreneurship in the creative and media industries.

General Assessment Information

Department Policy: "Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments –e.g. quizzes, online tests"

Assessment Tasks

Name	Weighting	Hurdle	Due
Demo Day	60%	No	7/10/20
Creative Start-Ups Dossier	40%	No	7/9/20

Demo Day

Assessment Type ¹: Presentation

Indicative Time on Task ²: 64 hours

Due: **7/10/20**

Weighting: **60%**

As a group, make an online presentation on your concept for a new creative project or service. Individually, write an account documenting and reflecting on your contribution to the group project. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse a range of practices in creative entrepreneurship.
- apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.
- communicate an advanced knowledge of the methods and principles underlying design of artist run spaces and studios.
- evaluate and analyse the major themes, issues and debates relating to entrepreneurship in the creative and media industries.

Creative Start-Ups Dossier

Assessment Type ¹: Report

Indicative Time on Task ²: 30 hours

Due: **7/9/20**

Weighting: **40%**

Write up your account of the course weekly readings/viewings/exercises from seminars 1-5 in a Creative Start-Ups Dossier. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse a range of practices in creative entrepreneurship.
- synthesize critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices.
- evaluate and analyse the major themes, issues and debates relating to entrepreneurship in the creative and media industries.

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

Required Reading

Please check the iLearn site for details about assigned readings and resources. All required readings are available via the university library or internet.

Unit Schedule

Seminars commence in Week 2.

For weekly 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.