



# MGMT3011

## Entrepreneurship Project

Session 2, Special circumstance 2020

*Department of Management*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>General Assessment Information</u></a>	2
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	4
<a href="#"><u>Unit Schedule</u></a>	5
<a href="#"><u>Policies and Procedures</u></a>	5

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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 Stephen Burke <a href="mailto:stephen.burke@mq.edu.au">stephen.burke@mq.edu.au</a>
Credit points 10
Prerequisites 140cp at 1000 level or above including (BBA350 or MGMT305 or MGMT3050 or MGMT3905)
Corequisites (MKTG312 or MKTG3012) and (MGMT304 or MGMT3904)
Co-badged status
Unit description This unit focuses on the synthesis and application of entrepreneurship knowledge 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 or corporate entrepreneurship. 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:

- ULO1:** Integrate and synthesise relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- ULO2:** Critically evaluate entrepreneurship theory with reference to real-world scenarios
- ULO3:** Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

## 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="#">Individual Case</a>	40%	No	Mid semester break
<a href="#">Entrepreneurship Project</a>	60%	No	Weeks 4, 7, 8, 11, 12 and 13

### Individual Case

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Mid semester break**

Weighting: **40%**

This assessment requires students to document and analyse an entrepreneurial case (either a sub-set of the student's work in the Entrepreneurship Project or a case description provided to the student). The analysis expected to be approximately 1500 words, but students also need to submit substantial additional supporting material about the case (e.g. research material, documentation of actions undertaken etc.; refer to iLearn for detailed instructions).

On successful completion you will be able to:

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

### Entrepreneurship Project

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

Indicative Time on Task <sup>2</sup>: 45 hours

Due: **Weeks 4, 7, 8, 11, 12 and 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' needs to realise the project. In addition, each student will demonstrate how the entrepreneurship project has

progressed and contributed to their reappraisal of entrepreneurship theory with reference to real-world scenarios through project diary entries and a reflective evaluation of the project.

The entrepreneurship solution (both written documentation and oral presentation) is marked on a group basis (30% of total unit marks). The length and format of the written and oral presentations may vary depending on the nature and needs of the industry partner.

The student diary and reflective evaluation is marked individually (30% of total unit marks). The reflective evaluation should be between 1000 and 1500 words with diary entries as an appendix (Refer to iLearn for detailed instructions).

On successful completion you will be able to:

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

<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>	All required readings will be posted on iLearn.
<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>	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> ).  iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
<b>Delivery Format and Other Details</b>	<ul style="list-style-type: none"><li>• Number and length of classes: One three-hour seminar class per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)</li><li>• Seminars will commence in Week 1.</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>

Recommended readings	Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page
Inherent Requirements	This unit requires students to be available to participate in the weekly seminars. Collaboration with group members during the scheduled class time is essential.

## 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](https://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.