



# MMCC8030

## Creative Entrepreneurship

Session 2, Weekday attendance, North Ryde 2021

*Department of Media, Communications, Creative Arts, Language and Literature*

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#### **Disclaimer**

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#### **Session 2 Learning and Teaching Update**

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Convenor

Jon Burt

[jon.burt@mq.edu.au](mailto:jon.burt@mq.edu.au)

Contact via via email

10 HA 158

please email for consultation

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.

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

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

**ULO5:** evaluate and analyse the major themes, issues and debates relating to

entrepreneurship in the creative and media industries.

## General Assessment Information

**Attendance** It is vitally important for all students to attend all the seminars for this unit either in face-to-face or online formats. Seminars deliver critical unit content central to meeting the learning outcomes in the course. Seminars provide time for students to discuss ideas with each other and at times to develop work in groups, and through that process develop networks, explore different perspectives, and gain collaborative skills. Seminars also facilitate time for students to access the assistance of the convenor and allows students to benefit from feedback on their work.

**Independent Work** Students are expected to work independently outside of scheduled seminar times when they are working on all assessments. For example, students in this course will need to do their own reading of relevant texts and at times liaise and work with group members outside scheduled class time.

**Assessment standards** Assessment standards which are used to evaluate students' work in the assessment tasks are laid out in the assessment rubrics. Detailed information will be provided in class and available from iLearn.

**Referencing Style** The preferred referencing style for this unit is APA. Other styles such as Harvard may be used as long as all necessary information is provided and a consistent approach is taken.

**Electronic Submissions** Assessments for this unit are to be submitted online via 'Turnitin' which can be accessed through the MMCC8030 iLearn website. Detailed information will be provided in class and available from iLearn.

**Feedback** Feedback will be given to students in seminars in face-to-face and online formats, and also in the form of text comments in Turnitin. Students can also book a Zoom consultation via email, and can contact the convenor directly via email or through the contact teaching staff direct private link on the iLearn page.

Specifically for the Demo Day assessment feedback will be delivered in the seminars in face-to-face and online formats and via Turnitin for the group presentation (weighting of 30% of the assessment), and via Turnitin for the individual report (weighting of 70% of the assessment). Whole class feedback will also be delivered in a report debrief in the seminars in face-to-face and online formats. For the Creative Start-Ups Dossier assessment feedback will be delivered via Turnitin and also whole class feedback will be delivered in a debrief in the seminars in face-to-face and online formats.

### Late Submission Penalty

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSIGNMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.

To be very clear:

Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment. If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment. These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply:

<https://students.mq.edu.au/study/assessment-exams/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Demo Day</a>	60%	No	Group 22/10/21 online presentn; Individual 11.55pm 31/10/21
<a href="#">Creative Start-Ups Dossier</a>	40%	No	11.55pm 26/09/21

### Demo Day

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

Indicative Time on Task <sup>2</sup>: 58 hours

Due: **Group 22/10/21 online presentn; Individual 11.55pm 31/10/21**

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.

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

## Creative Start-Ups Dossier

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

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **11.55pm 26/09/21**

Weighting: **40%**

Write up your account of the course weekly readings/viewings/exercises from seminars 1-7 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.

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<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

**Seminars begin in Week 2 (Friday 6/8/21) and run from Week 2 - 12 inclusive.**

**Technologies Used and Required** This Unit has an online presence in ilearn. You will require access to a computer and internet. All MMCC8030 material will be uploaded to the MMCC8030 ilearn Unit every week.

**Readings** All required reading list texts will be available via 'Unit Readings - Leganto' on the MMCC8030 ilearn page.

## Unit Schedule

Seminars begin in **Week 2** (Friday 6/8/21) and run from Week 2 - 12 inclusive.

Seminars will take place in face-to-face format at 10 Hadenfeld Ave, Macquarie University, Room 184 The Dance Studio, and in synchronous online format via Zoom.

Topics covered in this unit aim to contribute to the development and enhancement of a creative entrepreneurial mindset and building an awareness of how creative entrepreneurship works and can be applied in different Creative Start-Up settings. Seminars include lectures and discussions around Ideas Generation; Collaboration; Funding; Networks; Creative Identities; Creative Startups and Spaces Case Studies; Project Planning, Pitching, and Presenting.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.