MGMT3011

Entrepreneurship Project

Session 2, Special circumstances 2021

Department of Management

Contents

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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
Unit Convenor
Erik Lundmark
erik.lundmark@mq.edu.au

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
Individual Report	40%	No	Mid Semester Break
Entrepreneurship Project	60%	No	Ongoing delivery in class; Submissions Week 12 and 13

Individual Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 20 hours
Due: **Mid Semester Break**
Weighting: **40%**

An individual report of 1,500 words worth 40%. Students also need to submit substantial additional supporting material about their research and analyses.

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 [1]: Project
Indicative Time on Task [2]: 45 hours
Due: **Ongoing delivery in class; Submissions Week 12 and 13**
Weighting: **60%**

This assessment is a project made up of two components worth 60% in total. The first component is marked as a group worth 30%. It requires the group to develop, document and

present a solution to an entrepreneurial challenge, including 1) a 3 page executive summary; 2) a pitch followed by Q&A; and 3) a diary outlining the process of developing the solution. The second component is an individual reflective writing of 1,000-1,500 words, worth 30%.

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.

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[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 text	All required readings will be posted on iLearn.
Unit web page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilear n.m q.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. Students need access to video recording hard- and software, word processor and internet access that is fast enough to allow for video streaming up and down.
Delivery Format and Other Details	• 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) • Seminars will commence in Week 1. • The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.a u/
Recommended readings	Recommended readings are provided via the links on the iLearn 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 an essential part of the Entrepreneurship Project worth 60% of the total marks.

Unit Schedule

Please see iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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). 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) 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 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.

Changes since First Published

Date	Description
02/05/2021	Updated Delivery and Resources section