



MGMT8027

Entrepreneurship in Business

Session 1, Special circumstances 2021

Department of Management

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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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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

Frances Chang

frances.chang@mq.edu.au

Credit points

10

Prerequisites

(BUS651 or MGMT6051 or ECON649 or ECON6049 or MKTG696 or MKTG6096) or (admission to MMgmt or GradDipBusPsy or MSc or MScInnovationBioConsMgmt or MScInnovationChemBiomolecularSc or MScInnovationEnvSc or MScInnovationGeologyGeophys or MScInnovationIT or MScInnovationStat or MEng or MEngElecEng or MEngEnvSafetyEng or MEngMechEng or MEngNetTeleEng or MBiotech and 10cp at 6000 level or above)

Corequisites

Co-badged status

This unit is co-badged with MGMT7027

Unit description

This unit focuses on the principles of starting-up a new business venture. Throughout the session we will discuss and critically reflect upon the economic, technological, societal, and global dimensions of entrepreneurship, and explore a range of concepts, models and approaches that represent the theory of entrepreneurship. You will apply this knowledge to practice by working in teams to experience multiple aspects of a new venture start-up. These will include ethical, societal and financial considerations, the creativity of developing a business idea, the development and formulation of a business model and plan, as well as unique marketing issues, ownership, growth and global aspects of entrepreneurship. Successful completion of the unit will provide you with knowledge and tools that will support you in your own entrepreneurial endeavours.

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: Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.

ULO2: Design new business ventures with the consideration of a range of economic, societal, technological and global aspects of entrepreneurship.

ULO3: Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.

ULO4: Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

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
Case Study Analysis	50%	No	Week 5 and Week 7
New venture start-up	50%	No	Weeks 10 to Week 12

Case Study Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **Week 5 and Week 7**

Weighting: **50%**

Two Individual Case Analysis. 1,000-1,500 words each, worth 25% for each analysis.

On successful completion you will be able to:

- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.

- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

New venture start-up

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **Weeks 10 to Week 12**

Weighting: **50%**

This assessment has two components worth 50% in total. One component is a 2,000-3,000 word group report worth 25% (assessed as a group). The other component is a group presentation of 2-3 minutes per group member worth 25% (assessed individually).

On successful completion you will be able to:

- Design new business ventures with the consideration of a range of economic, societal, technological and global aspects of entrepreneurship.
- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

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	Scarborough, N and Cornwall, J (2019) Essentials of Entrepreneurship and Small Business Management, Global Edition (9e). Pearson Education Ltd. England.
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://ilearn.n.mq.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.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

Please see iLearn

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](#) 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.