# MGMT8027

## Entrepreneurship in Business

Session 2, Special circumstances 2021

*Department of Management*

# Contents

**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
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 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 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/ |

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|---|---|
| **Technology Used and Required** | Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). <br><br> 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). 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 |
|------|-------------|
| 30/04/2021 | Updated co-badged status. |