# MGMT1020

Entrepreneurship and New Venture Management

Session 2, Special circumstances 2021

Department of Management

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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 now 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](https://unitguides.mq.edu.au/unit_offerings/140425/unit_guide/print).
Visit the MQ COVID-19 information page for more detail.
General Information

Unit convenor and teaching staff
Unit Convenor
Anna Krzeminska
anna.krzeminska@mq.edu.au

Credit points
10

Prerequisites
30cp at 1000 level or above

Corequisites

Co-badged status

Unit description
This unit introduces students to the entrepreneurial process of generating ideas, identifying opportunities and developing these opportunities. Students will study business concepts and processes that support the successful launch and operation of entrepreneurial ventures. The unit is taught through experiential learning where students acquire the knowledge to launch new business ventures. Students will learn how to investigate market dynamics and customer needs to generate innovative ideas. Students will bring together the knowledge acquired across different disciplines, including sustainable thinking, as they provide recommendations to launch or re-launch a sustainable new business venture.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes
On successful completion of this unit, you will be able to:

ULO1: Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

ULO2: Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

ULO3: Analyse the strategies of an existing business venture and develop recommendations that integrate key management, marketing and operation models to
create a coherent, feasible and sustainable new venture plan.

**General Assessment Information**

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**

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<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tbody>
<tr>
<td>Essay</td>
<td>40%</td>
<td>No</td>
<td>Week 6</td>
</tr>
<tr>
<td>Entrepreneurial Group Project</td>
<td>60%</td>
<td>No</td>
<td>Week 12 (Business Plan); Week 13 (Pitch Presentation)</td>
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**Essay**

Assessment Type ¹: Essay  
Indicative Time on Task ²: 20 hours  
Due: **Week 6**  
Weighting: **40%**

Essay of 1500 words

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.

**Entrepreneurial Group Project**

Assessment Type ¹: Project  
Indicative Time on Task ²: 35 hours  
Due: **Week 12 (Business Plan); Week 13 (Pitch Presentation)**  
Weighting: **60%**

https://unitguides.mq.edu.au/unit_offerings/140425/unit_guide/print
This project requires a group of students to produce one written report and pitch their solution. The report is marked as a group (30% of total marks) and the pitch is marked individually (30% of total marks).

On successful completion you will be able to:

- Describe and explain key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society.
- Analyse the strategies of an existing business venture and develop recommendations that integrate key management, marketing and operation models to create a coherent, feasible and sustainable new venture plan.

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 Learning Skills Unit 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**

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<tr>
<td>Unit web page</td>
<td>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></td>
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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/).  
  
iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.  
  
Students are required to download and familiarize themselves with Zoom.  
  
Students will need access to a webcam or other device (tablet, mobile phone etc.) for recording presentations. |
| Delivery Format and Other Details | • Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)  
  • Tutorials will commence in Week 1.  
  • 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://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). 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).

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 Enquiry Service
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

Equity 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.

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.