



# MMBA8059

## New Enterprise Management

Term 3, Special circumstances 2021

*Department of Management*

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#### **Disclaimer**

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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 Francesco Chirico <a href="mailto:francesco.chirico@mq.edu.au">francesco.chirico@mq.edu.au</a> Contact via email
Credit points 10
Prerequisites (MGSM850 or MMBA8050) and (MGSM835 or MMBA8035)
Corequisites
Co-badged status
Unit description New Enterprise Management deals with the fundamentals of establishing and managing new enterprises. Students will study concepts and theories to apply them and develop solutions to current challenges.

## 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:** Evaluate and apply concepts and theory to new enterprise management.

**ULO2:** Research, develop and present, as a member of a team, a new enterprise project.

**ULO3:** Develop and demonstrate interpersonal and written skills to achieve desired outcomes.

## General Assessment Information

Late Assessments must also be submitted through Turnitin. No extensions will be granted. 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 (for example, 25 hours late in submission incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the

due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. 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
<a href="#">Interactive Analysis</a>	40%	No	Session 4 and Session 8
<a href="#">New Enterprise Project</a>	50%	No	Pitch: Aug 7, 2021 & Session 9; Report: Aug 16, 2021 (AEST)
<a href="#">In-Class Participation</a>	10%	No	Sessions 1 to 10

### Interactive Analysis

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Session 4 and Session 8**

Weighting: **40%**

Students will research and prepare answers to a range of case study questions twice over the session. These answers will then be integrated in a group environment to develop and reflect upon solutions and enterprise strategy. Individual preparation and contributions will contribute 30% of the total mark. Group contributions, interactions and arguments will contribute 10% to the final mark.

On successful completion you will be able to:

- Evaluate and apply concepts and theory to new enterprise management.
- Develop and demonstrate interpersonal and written skills to achieve desired outcomes.

### New Enterprise Project

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

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

Due: **Pitch: Aug 7, 2021 & Session 9; Report: Aug 16, 2021 (AEST)**

Weighting: **50%**

This task requires students to work in teams to develop a new enterprise project and has two parts. Part one requires students to work in teams to develop and submit a written new enterprise business plan which will attract a group mark worth 25%. The project will be of 1,000 words per person (so, 3,000 words for 3 people, 4,000 for 4 people). Part two requires students to present their business plan pitch with each student presenting one aspect of the business plan a 4 – 5 minute Online Presentation. Even though students will continue to communicate and work with their group, each presentation will be graded individually for a mark out of 25%.

On successful completion you will be able to:

- Research, develop and present, as a member of a team, a new enterprise project.
- Develop and demonstrate interpersonal and written skills to achieve desired outcomes.

## In-Class Participation

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Sessions 1 to 10**

Weighting: **10%**

Students will have a range of within class tasks and discussions that require students to participate and engage in unit content, activities and forums.

On successful completion you will be able to:

- Evaluate and apply concepts and theory to new enterprise management.
- Develop and demonstrate interpersonal and written skills to achieve desired outcomes.

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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

Required Text	None. Readings will be available on iLearn
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<b>Unit Web Page</b>	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>
<b>Technology Used and Required</b>	Students are required to have access to a personal computer and familiarise themselves with iLearn ( <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a> ).  iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.  Classes will be given through zoom. Zoom link available in iLearn
<b>Delivery Format and Other Details</b>	Number and length of classes: <b>5 x 8 hour</b> (11am-7:00pm, AEST) <b>block classes over 2 weekends</b> beginning 16th July unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s).  The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a>
<b>Recommended readings</b>	Recommended readings are provided via Leganto on the <a href="#">iLearn</a> Unit page
<b>Inherent Requirements</b>	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](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>) 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](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.

## Changes since First Published

Date	Description
01/06/2021	Updated due date for report