# MGMT1020

## Entrepreneurship and New Venture Management

Session 1, In person/Online-scheduled-weekday, North Ryde 2022

*Department of Management*

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# General Information

| |
|---|
| Unit convenor and teaching staff<br>Unit Convenor<br>Lauren Gellatly<br>lauren.gellatly@mq.edu.au |
| Credit points<br>10 |
| Prerequisites<br>30cp at 1000 level or above |
| Corequisites |
| Co-badged status |
| Unit description<br>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://www.mq.edu.au/study/calendar-of-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 submissions of assessments**

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

**Table 1: Penalty calculation based on submission time**

| Submission time after the due date (including weekends) | Penalty (% of available assessment task mark) | Example: for a non-timed assessment task marked out of 30 |
|---|---|---|
| < 24 hours | 10% | 10% x 30 marks = 3-mark deduction |
| 24-48 hours | 20% | 20% x 30 marks = 6-mark deduction |
| 48-72 hours | 30% | 30% x 30 marks = 9-mark deduction |
| 72-96 hours | 40% | 40% x 30 marks = 12-mark deduction |
| > 96 hours | 100% | Assignment won't be accepted |

**Special Consideration** To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

# Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---|---|---|---|
| Essay | 40% | No | Week 5 |
| Entrepreneurial Group Project | 60% | No | Various. Please refer to iLearn. |

## Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 20 hours
Due: **Week 5**
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: **Various. Please refer to iLearn.**
Weighting: **60%**

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.

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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** | Entrepreneurship Successfully Launching New Ventures. Sixth Edition. Bruce R. Barringer and R. Duane Ireland (2019). ISBN: 9781292255330 - Available free of charge through Leganto (Macquarie University Library) |
| **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.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.<br><br>Students are required to download and familiarize themselves with Zoom.<br><br>Students will need access to a webcam or other device (tablet, mobile phone etc.) for recording presentations. |
| **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
- Assessment Procedure
- Complaints Resolution 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

## Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

## Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

### The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues

## Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

## 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.