



# MMBA8059

## New Enterprise Management

Term 3, In person-scheduled-intensive, North Ryde 2022

*Department of Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

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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 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
<a href="#"><u>In-Class Participation</u></a>	10%	No	Sessions 1-10
<a href="#"><u>New Enterprise Project</u></a>	50%	No	13/08/2022 and 22/08/2022
<a href="#"><u>Interactive Analysis</u></a>	40%	No	Sessions 4 and 8

### In-Class Participation

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

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

Due: **Sessions 1-10**

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.

## New Enterprise Project

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

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

Due: **13/08/2022 and 22/08/2022**

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 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.

## Interactive Analysis

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

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

Due: **Sessions 4 and 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.

<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	Readings will be available on iLearn
Unit Web Page	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>
Technology Used and Required	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.
Delivery Format and Other Details	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>
Recommended readings	Recommended readings are provided via Leganto on the <a href="#">iLearn</a> 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.