MGMT8027
Entrepreneurship in Business
Session 1, In person/Online-scheduled-weekday, North Ryde 2022
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
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

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:

UL01: 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 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

<table>
<thead>
<tr>
<th>Submission time after the due date (including weekends)</th>
<th>Penalty (% of available assessment task mark)</th>
<th>Example: for a non-timed assessment task marked out of 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 24 hours</td>
<td>10%</td>
<td>10% x 30 marks = 3-mark deduction</td>
</tr>
<tr>
<td>24-48 hours</td>
<td>20%</td>
<td>20% x 30 marks = 6-mark deduction</td>
</tr>
<tr>
<td>48-72 hours</td>
<td>30%</td>
<td>30% x 30 marks = 9-mark deduction</td>
</tr>
<tr>
<td>72-96 hours</td>
<td>40%</td>
<td>40% x 30 marks = 12-mark deduction</td>
</tr>
<tr>
<td>&gt; 96 hours</td>
<td>100%</td>
<td>Assignment won’t be accepted</td>
</tr>
</tbody>
</table>

#### 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Analysis</td>
<td>50%</td>
<td>No</td>
<td>Week 5 and Week 7</td>
</tr>
<tr>
<td>New venture start-up</td>
<td>50%</td>
<td>No</td>
<td>Week 10 and Week 12</td>
</tr>
</tbody>
</table>

### Case Study Analysis

**Assessment Type**: Case study/analysis  
**Indicative Time on Task**: 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**: Project  
**Indicative Time on Task**: 20 hours  
**Due**: Week 10 and Week 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 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

<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<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>
</tr>
<tr>
<td>Technology Used and Required</td>
<td>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.</td>
</tr>
<tr>
<td>Delivery Format and Other Details</td>
<td>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></td>
</tr>
<tr>
<td>Recommended readings</td>
<td>Recommended readings are provided via the links on the iLearn Unit page</td>
</tr>
<tr>
<td>Inherent Requirements</td>
<td>None</td>
</tr>
</tbody>
</table>

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](#)


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/

**The Writing Centre**

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

- Getting help with your assignment
- 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.
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.