



# MGMT8027

## Entrepreneurship in Business

Session 2, In person-scheduled-weekday, North Ryde 2024

*Department of Management*

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## General Information

Unit convenor and teaching staff

Frances Chang

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Credit points

10

Prerequisites

MGMT6051 or ECON6049 or MKTG6096 or (Admission to MIntBus or MMgmt 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:

**ULO1:** 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

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm.

A 1-hour grace period is provided to students who experience a technical concern. For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to apply for Special Consideration

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Active Engagement Task</u>	20%	No	In-class Weeks 3, 5, 6, 9 and 11
<u>Case Study Analysis</u>	40%	No	Weeks 5 and 8
<u>Team Project</u>	40%	No	weeks 10, 11 and 12

### Active Engagement Task

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

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

Due: **In-class Weeks 3, 5, 6, 9 and 11**

Weighting: **20%**

This is an individual participatory task and comprises student's in-class contribution. In-class constructive and collegiate interactions with other students is expected. Student performance in these activities will be assessed.

On successful completion you will be able to:

- 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.

## Case Study Analysis

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

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Weeks 5 and 8**

Weighting: **40%**

Two Individual Case Analysis. 1,000-1,500 words each, worth 20% 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.

## Team Project

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

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **weeks 10, 11 and 12**

Weighting: **40%**

Comprises (a) group mark (20 marks) of a written Start-up business plan and (b) Individual Pitch presentation.

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.

<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

Refer to iLearn for details

## Unit Schedule

Refer to iLearn for details

## 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 [connect.mq.edu.au](http://connect.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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), 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.

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Unit information based on version 2024.04 of the [Handbook](#)