MMCC3025

Creative Entrepreneurship

Session 1, In person-scheduled-weekday, North Ryde 2025

School of Humanities

Contents

General Information

Unit convenor and teaching staff
Convenor
Jon Burtt
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10HA158
please email for consultation

Credit points
10

Prerequisites
Pre-requisite 130cp at 1000 level or above

Corequisites

Co-badged status

Unit description
This unit looks at ways in which the entrepreneurship skills required for creative work in the 21st century can be developed through innovative ideas generation and collaboration practices, developing and curating a creative identity, prototyping and pitching ideas in effective ways to attract partners and funding, building effective networks, and constructing creative portfolios.

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: analyse and evaluate a range of practices in creative entrepreneurship.

ULO2: synthesize critical and creative approaches to the major themes, issues and debates relating to entrepreneurship in the performing arts industries.

ULO3: apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.

ULO4: consolidate communication skills for a range of creative contexts (written, oral,

interpersonal, professional presentations).

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 mark of '0' (zero) 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 issue. This late penalty will apply to written reports and recordings only. **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs) **will be addressed by the unit convenor in a Special consideration application**.

Assessment Tasks

Name	Weighting	Hurdle	Due
Report	30%	No	23/03/2025
Group Presentation	40%	No	11/04/2025
Creative Plan	30%	No	16/05/2025

Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 25 hours
Due: **23/03/2025**
Weighting: **30%**

Students individually reflect on and evaluate their learning in the unit. Please refer to iLearn for further details.

On successful completion you will be able to:

- analyse and evaluate a range of practices in creative entrepreneurship.
- synthesize critical and creative approaches to the major themes, issues and debates relating to entrepreneurship in the performing arts industries.
- consolidate communication skills for a range of creative contexts (written, oral, interpersonal, professional presentations).

Group Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 35 hours
Due: **11/04/2025**
Weighting: **40%**

Groups pitch a novel entrepeneurial idea and propose future development strategies. Please refer to iLearn for further details.

On successful completion you will be able to:

- analyse and evaluate a range of practices in creative entrepreneurship.
- apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.
- consolidate communication skills for a range of creative contexts (written, oral, interpersonal, professional presentations).

Creative Plan

Assessment Type [1]: Plan
Indicative Time on Task [2]: 25 hours
Due: **16/05/2025**
Weighting: **30%**

Students individually create and present a website that presents an entrepreneur model and creative plan that aligns with a particular interest and goal. Please refer to iLearn for further details.

On successful completion you will be able to:

- analyse and evaluate a range of practices in creative entrepreneurship.
- apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.
- consolidate communication skills for a range of creative contexts (written, oral, interpersonal, professional presentations).

[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

Lectures and Tutorials will commence in Week 1.

Delivery: Lecture will be delivered Fridays 11am - 12pm with the online lecture delivered synchronously via Zoom; a weekly tutorial will be delivered (see your Class Finder in estudent). See iLearn for further details.

Technologies used and required: This unit has an online presence in iLearn. You will need access to a computer and an internet connection. The unit iLearn page can be accessed at http://ilearn.mq.edu.au. All relevant MMCC1035 online material will be available via the unit iLearn page. This is your starting point for all information and should be consulted each week so you will be able to keep up to date with all unit online content and catch up with any notifications.

Unit Readings: Required and recommended readings are available in iLearn through the Leganto link.

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 connect.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 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/.

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.

Unit information based on version 2025.04 of the Handbook