



# MMCC8030

## Creative Entrepreneurship and Ideation

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

*School of Humanities*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff Jon Burt <a href="mailto:jon.burt@mq.edu.au">jon.burt@mq.edu.au</a>
Credit points 10
Prerequisites Admission to MCrInd or MMediaComm
Corequisites
Co-badged status
Unit description This unit explores critical theory, practices, themes, case-studies and debates in entrepreneurship in the creative industries. Through research-based and practical experiments students explore and develop entrepreneurial strategies and skills and apply them to creative projects.

## 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 a range of practices in creative entrepreneurship.

**ULO2:** synthesize critical and creative approaches to contemporary issues in collaborative practices.

**ULO3:** communicate an advanced knowledge of the methods and principles underlying the design of creative projects and start-ups.

**ULO4:** apply advanced creativity techniques at both an individual and a group level, including the use of contemporary idea generation techniques.

**ULO5:** evaluate and analyse the major themes, issues and debates relating to entrepreneurship in the creative industries.

## 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
<a href="#">Poster</a>	30%	No	25/03/2025
<a href="#">Report</a>	30%	No	20/04/2025
<a href="#">Demo Day</a>	40%	No	20/05/2025

### Poster

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

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

Due: **25/03/2025**

Weighting: **30%**

Students create a poster presenting an individual creative plan. Refer to iLearn for further details.

On successful completion you will be able to:

- synthesize critical and creative approaches to contemporary issues in collaborative practices.
- communicate an advanced knowledge of the methods and principles underlying the design of creative projects and start-ups.
- apply advanced creativity techniques at both an individual and a group level, including the use of contemporary idea generation techniques.

### Report

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

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

Due: **20/04/2025**

Weighting: **30%**

Students discuss course readings, viewings, and seminars. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse a range of practices in creative entrepreneurship.
- synthesize critical and creative approaches to contemporary issues in collaborative practices.
- evaluate and analyse the major themes, issues and debates relating to entrepreneurship in the creative industries.

## Demo Day

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

Indicative Time on Task <sup>2</sup>: 38 hours

Due: **20/05/2025**

Weighting: **40%**

Groups present a novel concept for a new creative project or service including a promo video of the prototype, and discuss their creative process from ideation to prototype, and development strategies. Refer to iLearn for further information.

On successful completion you will be able to:

- synthesize critical and creative approaches to contemporary issues in collaborative practices.
- communicate an advanced knowledge of the methods and principles underlying the design of creative projects and start-ups.
- apply advanced creativity techniques at both an individual and a group level, including the use of contemporary idea generation techniques.

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<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

Seminars will commence in Week 2.

Delivery: A weekly seminar will be delivered on Tuesdays (**please note the venue will be the Event Space at The Incubator, 8 Hadenfeld Ave. This is different to the venue** marked in 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 MMCC8030 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 \(https://policies.mq.edu.au\)](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](https://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 2025.03 of the [Handbook](#)