# MMBA8059

## Entrepreneurship and New Ventures: Creating Businesses that Thrive

Term 2, Online-scheduled-weekday 2025

*Department of Management*

## Contents

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# General Information

Unit convenor and teaching staff
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Credit points
10

Prerequisites
MMBA8055 and MMBA8035

Corequisites

Co-badged status

Unit description
This unit explores the realm of new venture creation, where the seeds of entrepreneurship are sown and cultivated. This unit lays the groundwork for aspiring and existing entrepreneurs, comprehensively exploring the fundamentals involved in establishing and successfully managing new enterprises. Utilise key concepts and frameworks that underpin entrepreneurial endeavours, gaining actionable insights to address contemporary challenges faced by startups. Through a blend of frameworks, practical case studies, and hands-on exercises, cultivate the skills and knowledge necessary to navigate the complexities of new venture creation. Whether you are a budding entrepreneur or an aspiring business leader, this unit equips you with the tools and strategies to foster entrepreneurial success in today's dynamic business landscape.

## 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 practical insights to new venture creation and entrepreneurship.

**ULO2:** In teams, research, develop, and present a new enterprise project.

**ULO3:** Develop and demonstrate interpersonal, social, and communication skills to achieve desired entrepreneurial outcomes.

# General Assessment Information

Late Assessment Submission Penalty (written assessments) 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 |
|---|---|---|---|
| New Enterprise Project | 50% | No | Session 9 (presentation) & 1 week after the course (report) |
| Interactive Analysis | 40% | No | Session 4 and Session 8 |
| In-Class Participation | 10% | No | Sessions 1-10 |

## New Enterprise Project

Assessment Type [1]: Project
Indicative Time on Task [2]: 40 hours
Due: **Session 9 (presentation) & 1 week after the course (report)**
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:

• In teams, research, develop, and present a new enterprise project.

• Develop and demonstrate interpersonal, social, and communication skills to achieve

desired entrepreneurial outcomes.

## Interactive Analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 30 hours
Due: **Session 4 and Session 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 practical insights to new venture creation and entrepreneurship.
- Develop and demonstrate interpersonal, social, and communication skills to achieve desired entrepreneurial outcomes.

## In-Class Participation

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 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 practical insights to new venture creation and entrepreneurship.
- Develop and demonstrate interpersonal, social, and communication skills to achieve desired entrepreneurial outcomes.

[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

Please refer to the material on 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
- 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/

### Academic Success

Academic Success 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.

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Unit information based on version 2025.05 of the Handbook