



MGMT3011

PACE: Entrepreneurship Project

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Policies and Procedures</u>	6

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General Information

Unit convenor and teaching staff

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Contact via email

Credit points

10

Prerequisites

130cp at 1000 level or above

Corequisites

MGMT3000 or MGMT3050 or MKTG3012

Co-badged status

Unit description

This unit focuses on the synthesis and application of entrepreneurship knowledge in practice. By focusing on contemporary challenges facing entrepreneurs, students will synthesise and apply their acquired knowledge to real-world scenarios such as managing start-up ventures or corporate entrepreneurship. The unit will develop students' abilities to endorse appropriate business models and strategies to create and realise opportunities beyond the university setting.

Visit [Employability Connect](#) for important information on this unit including required preparation and closing dates for PACE activities.

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: Integrate and synthesise relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.

ULO2: Critically evaluate entrepreneurship theory with reference to real-world scenarios

ULO3: Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.

Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions:

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills development: Entrepreneurial research for practice	40%	No	03/10/2026	Individual	Yes	Open
Professional practice: Solving entrepreneurial challenges	30%	No	Scope 11 Sep, video & report 1 Nov, Q&A in class 5 Nov	Group	No	Open
Skills development: Reflection	30%	No	08/11/2026	Individual	Yes	Open

Skills development: Entrepreneurial research for practice

Assessment Type [1](#): Professional task

Indicative Time on Task [2](#): 20 hours

Due: **03/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension [3](#): Yes

AI Approach: Open

The purpose of this assessment is for you to apply entrepreneurship theory in a real-world scenario.

You will conduct research that provides relevant information to your industry partner and present it in a report.

Skills in focus:

- Discipline knowledge
- Communication skills
- Work readiness

Deliverable(s): Written report (max 3 pages, excluding compulsory appendices and materials).

Individual assessment.

On successful completion you will be able to:

- Integrate and synthesise relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate entrepreneurship theory with reference to real-world scenarios

Professional practice: Solving entrepreneurial challenges

Assessment Type ¹: Professional task

Indicative Time on Task ²: 25 hours

Due: **Scope 11 Sep, video & report 1 Nov, Q&A in class 5 Nov**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to develop your ability to collaborate in a group and with an industry partner to produce sound solutions to an entrepreneurial challenge formulated by your industry partner.

You will work in a group to engage with the industry partner challenge throughout the session, present a written solution and pitch it to the industry partner.

Skills in focus:

- Collaboration skills
- Communication skills
- Work readiness

- Critical thinking and problem solving

Deliverable(s): Written report (max 3 pages, excluding compulsory appendices and supplemental materials) accompanied by a 5-min group pitch.

Group assessment

On successful completion you will be able to:

- Integrate and synthesise relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate entrepreneurship theory with reference to real-world scenarios
- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

Skills development: Reflection

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 20 hours

Due: **08/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to critically reflect on your engagement and contributions during the entrepreneurship project.

You will identify and analyse your individual contributions and evaluate your impact on group discussions and activities. You will support your reflection with concrete examples from the unit and your interpretation to these examples and how they relate to theory covered in the unit and the major.

Skills in focus:

- Work readiness
- Discipline knowledge

Deliverable(s): Written essay [max 1000 words], excluding supporting materials and appendices.

Individual assessment

On successful completion you will be able to:

- Integrate and synthesise relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate entrepreneurship theory with reference to real-world scenarios
- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

This unit is built on ongoing work in the scheduled workshops and with the team and industry partner outside of scheduled activities. It requires access to software to produce video material in MP4 format and word/PDF documents. Most workshops will run in the scheduled tutorial (Thursdays). However, depending on industry partner available, week 2, 3, 7, 8, 12 and 13 will also run as a joint session 15-16. The classes on these dates may be run at another location than the regular classroom. Information about these session will be provided via iLearn.

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/su) (<https://students.mq.edu.au/su>)

[pport/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.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.04 of the [Handbook](#)