



MGMT8027

Entrepreneurship in Business

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>Unit Schedule</u>	6
<u>Policies and Procedures</u>	6

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Frances Chang

frances.chang@mq.edu.au

Credit points

10

Prerequisites

MGMT6051 or ECON6049 or MKTG6096 or (Admission to GradCertResMQBS or GradDipResMQBS) 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

Late Submission Penalties

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
<u>Skills development: Entrepreneurial decision-making</u>	30%	No	05/09/2026	Individual	Yes	Open AI
<u>Professional practice: Start-up business planning</u>	30%	No	Week 10 and 11	Group	No	Observed
<u>Professional practice: Entrepreneurial thinking in practice</u>	40%	No	31/10/2026	Individual	Yes	Open AI

Skills development: Entrepreneurial decision-making

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 15 hours

Due: **05/09/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to apply entrepreneurship concepts, theories and frameworks to analyse real-world scenarios of entrepreneurial start-ups and their new ventures.

You will identify and explain various entrepreneurship concepts, models and theories and apply them to practical situations of problems and recommendations.

Skills in Focus:

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Individual written report [max 1000 words]

Individual assessment

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.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

Professional practice: Start-up business planning

Assessment Type ¹: Professional task

Indicative Time on Task ²: 15 hours

Due: **Week 10 and 11**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to develop your ability to identify a business opportunity and assess the viability of our business idea.

You will work in teams to develop a start-up business plan to launch your new venture and pitch it to the class.

Skills in Focus:

- Work readiness

- Collaboration skills
- Communication skills
- Critical thinking and problem solving

Deliverable(s): Presentation (20 min max per team) with accompanying materials.

Group assessment

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.

Professional practice: Entrepreneurial thinking in practice

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 20 hours

Due: **31/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to critically reflect on the origin of entrepreneurial ideas and opportunities, and the entrepreneurial mindset, often seen as one of the key characteristics of an entrepreneur.

You will synthesise primary data and secondary research to develop a persuasive report of the theory and practice of entrepreneurship.

Skills in Focus:

- Work readiness
- Communication skills
- Discipline knowledge

Deliverable(s): Written report [max 2000 words], excluding compulsory appendices.

Individual assessment

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.
- Design new business ventures with the consideration of a range of economic, societal, technological and global aspects of entrepreneurship.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

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

Please refer to unit iLearn page.

Unit Schedule

Please refer to unit iLearn page.

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 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](#)