BBA 220
Entrepreneurship and New Venture Management
D2 2012
Marketing and Management

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## General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
<th></th>
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<tbody>
<tr>
<td>Unit Convenor</td>
<td></td>
</tr>
<tr>
<td>Erik Lundmark</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:erik.lundmark@mq.edu.au">erik.lundmark@mq.edu.au</a></td>
<td></td>
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<tr>
<td>Contact via <a href="mailto:erik.lundmark@mq.edu.au">erik.lundmark@mq.edu.au</a></td>
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<tr>
<td>E4A451</td>
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<tr>
<td>Mondays 2.15-4.00 pm</td>
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<tr>
<td>Lecturer</td>
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<tr>
<td>Karl Qin</td>
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<tr>
<td><a href="mailto:lijun.qin@mq.edu.au">lijun.qin@mq.edu.au</a></td>
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<tr>
<td>Contact via <a href="mailto:lijun.qin@mq.edu.au">lijun.qin@mq.edu.au</a></td>
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<tr>
<td>E4B104</td>
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<tr>
<td>1 hour after tutorial by appointment, all other times only by appointment and pre-arranged via email</td>
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| Credit points | 3 |

| Prerequisites | 24cp |

| Corequisites |  |

| Co-badged status |  |

| Unit description |  |
| This unit will introduce students to the entrepreneurial process of Identifying opportunities and development of a new business venture. Students will learn about the management, organisation, financial, marketing and legal challenges required to successfully operate an entrepreneurial venture via building their independent business or undertaking a new initiative within an existing firm. This unit will be taught through the experiential teaching method where students learn by doing. Students will sketch out a proposal for an entrepreneurial project and prepare a realistic business plan for launching their own small business. The unit will enable students to explore entrepreneurship as a career choice and will contribute to their ability to be creative and innovative. |

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)
Learning Outcomes

1. An understanding of the nature of being an entrepreneur and entrepreneurship.
2. An understanding of theories on opportunity creation, identification and evaluation.
3. An understanding of the process of converting an idea into business.
4. An understanding of the drafting, analysis and criticism of business plans.
5. An understanding of the different resources available in fund raising.
6. An understanding of challenges in creating a business.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online learning activities</td>
<td>15%</td>
<td>five days after lecture</td>
</tr>
<tr>
<td>Individual Essay</td>
<td>20%</td>
<td>Week 4, 24th of August</td>
</tr>
<tr>
<td>Group Assignment</td>
<td>30%</td>
<td>Week 10, 15th of October</td>
</tr>
<tr>
<td>Final Examination</td>
<td>35%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Online learning activities

Due: five days after lecture
Weighting: 15%

Submission

Students have five days to submit weekly online discussion after lecture on Monday.

Extension:

No extensions will be granted.

Penalties:

Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Please refer to the instruction of Online learning activities
This Assessment Task relates to the following Learning Outcomes:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

**Individual Essay**

**Due:** Week 4, 24th of August  
**Weighting:** 20%

**Submission**

Submit hard copy to BESS on Monday of Week 4 (24th of August)

**Extension:**

No extensions will be granted. Late tasks will be accepted up to 72* hours after the submission deadline.

**Penalties:**

There will be a deduction of 20%* of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Please refer to the instruction of individual Essay

This Assessment Task relates to the following Learning Outcomes:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of challenges in creating a business.

**Group Assignment**

**Due:** Week 10, 15th of October  
**Weighting:** 30%

**Submission**

Submit hard copy on Monday of Week 10 (15th of October)

**Extension:**

No extensions will be granted.
Penalties:

Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Please refer to the instruction of group assignment

This Assessment Task relates to the following Learning Outcomes:

- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.

Final Examination

Due: University Examination Period
Weighting: 35%

Examination conditions

Refer to the instruction on Final Examination

What is required to complete the unit satisfactorily

Refer to the instruction on Final Examination

This Assessment Task relates to the following Learning Outcomes:

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

Delivery and Resources

Classes

Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1x 2 hour lecture and 1 x 1 hour tutorial.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Required and Recommended Texts and/or Materials

**Prescribed Text:**

**Recommended texts:**


**Technology Used and Required**

Students familiar with web browsing, Powerpoint, word processing and iLearn.

**Unit Web Page**

The web page for this unit can be found at: iLearn [http://ilearn.mq.edu.au](http://ilearn.mq.edu.au)

**Teaching and Learning Strategy**

The unit is taught by lecture and tutorial discussions.

What is expected from students?

Read in advance; prepare case studies for tutorials; follow current developments in the entrepreneur world; be able to apply concepts in tutorial exercises; respond to questions raised during lectures; demonstrate enthusiasm for the subject; attend all group meetings; start a personal business plan and keep on enriching it with the concepts and principles learned during the lecture.
**Unit Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Textbook Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Induction to Entrepreneurship</td>
<td>CH 1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>Recognising and Creating Opportunities</td>
<td>CH 3, 4 &amp; 5</td>
</tr>
<tr>
<td>3</td>
<td>Assessing and Screening Opportunities</td>
<td>CH 6, 7, 10 &amp; 15</td>
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<tr>
<td>4</td>
<td>Resource Organisation</td>
<td>CH 11, 13, 14 &amp; 16</td>
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<tr>
<td>5</td>
<td>Developing a Business Plan</td>
<td>CH 8</td>
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<tr>
<td>6</td>
<td>New Venture Creation-Leadership and Team Building</td>
<td>CH 9 &amp; 17</td>
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<tr>
<td>7</td>
<td>Surviving Competition</td>
<td>CH 17</td>
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<tr>
<td>8</td>
<td>Managing the Growth</td>
<td>CH 12 &amp; 15</td>
</tr>
<tr>
<td>9</td>
<td>Challenges and Failures</td>
<td></td>
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<tr>
<td>10</td>
<td>Entrepreneurial Growth into Global Business</td>
<td></td>
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<tr>
<td>11</td>
<td>Intrapreneur and Family Business Succession</td>
<td>CH 18</td>
</tr>
<tr>
<td>12</td>
<td>Beyond Entrepreneurship</td>
<td>CH 19</td>
</tr>
<tr>
<td>13</td>
<td>Review and Revise for Final Examination</td>
<td></td>
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</tbody>
</table>

**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](http://www.mq.edu.au/policy/docs/). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- **Special Consideration Policy** [http://www.mq.edu.au/policy/docs/special_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

In addition, a number of other policies can be found in the [Learning and Teaching Category](http://www.mq.edu.au/policy/docs/) of Policy Central.

**Academic Honesty**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
• academic work is not falsified in any way
• when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

**Grades**

Macquarie University uses the following grades in coursework units of study:

• HD - High Distinction
• D - Distinction
• CR - Credit
• P - Pass
• F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


**Grading Appeals and Final Examination Script Viewing**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.


**Special Consideration Policy**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:


**Student Support**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/).
UniWISE provides:

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learningskills/](http://www.mq.edu.au/learningskills/)
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service
Details of these services can be accessed at [http://www.student.mq.edu.au/ses/](http://www.student.mq.edu.au/ses/).

Equity Support
Students with a disability are encouraged to contact the [Disability Support Unit](https://www.mq.edu.au/student-support/disability/) who can provide appropriate help with any issues that arise during their studies.

IT Help
If you wish to receive IT help, we would be glad to assist you at [http://informatics.mq.edu.au/help/](http://informatics.mq.edu.au/help/).

When using the university's IT, you must adhere to the [Acceptable Use Policy](https://www.mq.edu.au/policies/acceptable-use-policy). The policy applies to all who connect to the MQ network including students and it outlines what can be done.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

**Learning outcomes**

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of the process of converting an idea into business.

**Assessment tasks**

- Online learning activities
- Group Assignment

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships
with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

**Learning outcomes**

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of challenges in creating a business.

**Assessment tasks**

- Online learning activities
- Individual Essay

**Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

**Learning outcomes**

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the drafting, analysis and criticism of business plans.

**Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

**Learning outcomes**

- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
• An understanding of challenges in creating a business.

**Assessment tasks**
- Online learning activities
- Individual Essay
- Group Assignment
- Final Examination

**Effective Communication**
We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

**Learning outcomes**
- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of theories on opportunity creation, identification and evaluation.
- An understanding of the drafting, analysis and criticism of business plans.
- An understanding of the different resources available in fund raising.
- An understanding of challenges in creating a business.

**Assessment tasks**
- Online learning activities
- Individual Essay
- Group Assignment

**Socially and Environmentally Active and Responsible**
We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

**Learning outcomes**
- An understanding of the nature of being an entrepreneur and entrepreneurship.
- An understanding of the process of converting an idea into business.
- An understanding of the drafting, analysis and criticism of business plans.
• An understanding of challenges in creating a business.

**Assessment task**

• Group Assignment

**Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

**Learning outcomes**

• An understanding of the nature of being an entrepreneur and entrepreneurship.
• An understanding of theories on opportunity creation, identification and evaluation.
• An understanding of the process of converting an idea into business.
• An understanding of the drafting, analysis and criticism of business plans.
• An understanding of the different resources available in fund raising.

**Assessment tasks**

• Online learning activities
• Group Assignment
• Final Examination

**Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

**Learning outcomes**

• An understanding of the nature of being an entrepreneur and entrepreneurship.
• An understanding of theories on opportunity creation, identification and evaluation.
• An understanding of the process of converting an idea into business.
• An understanding of the drafting, analysis and criticism of business plans.
• An understanding of the different resources available in fund raising.
• An understanding of challenges in creating a business.

Assessment tasks

• Online learning activities
• Individual Essay
• Group Assignment
• Final Examination

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

• An understanding of the nature of being an entrepreneur and entrepreneurship.
• An understanding of theories on opportunity creation, identification and evaluation.
• An understanding of the process of converting an idea into business.
• An understanding of the drafting, analysis and criticism of business plans.
• An understanding of the different resources available in fund raising.

Assessment task

• Final Examination

Research and Practice

This unit uses research from the following journals:

• Journal of business venturing http://www.elsevier.com/wps/find/journaldescription.cws_home/505723/description
• Entrepreneurship theory and practice http://onlinelibrary.wiley.com/journal/10.1111/%28ISSN%29291540-6520
• Bloomberg Business week. http://www.businessweek.com/
• CEO Express. http://www.ceoexpress.com/
Unit guide BBA 220 Entrepreneurship and New Venture Management

- Kauffman the foundation of entrepreneurship. http://www.entrepreneurship.org/

This unit gives you practice in applying research findings in your assignments

This unit gives you opportunities to conduct your own research.