BBA 220
Entrepreneurship and New Venture Management
S1 Day 2015
Dept of Marketing and Management

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General Information
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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 the 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 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://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes
On successful completion of this unit, you will be able to:

- Define and distinguish the practice of different types of entrepreneurship.
- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.
- Apply theoretical perspectives to critically review entrepreneurial activities.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Essay</td>
<td>20%</td>
<td>19 March 2015</td>
</tr>
<tr>
<td>Business Concept Development</td>
<td>30%</td>
<td>Weeks 5 - 13</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
<td>Weeks 5 - 13</td>
</tr>
</tbody>
</table>
Final Exam

The individual essay is a critical reflection of the definition of entrepreneurship and the origin of entrepreneurial ideas and opportunities. The essay is based on primary and secondary research, including one interview with an entrepreneur and drawing on at least three peer-reviewed academic journal articles. See the essay instructions on ilearn for additional details and the marking rubric.

All students must submit their essays through Turnitin using the link on ilearn. Evidence of the interview (notes, transcript or audio recording) must be submitted to the assignment link on ilearn for submitting evidence of the interview.

Late essays will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. This penalty applies to the revised deadline if an application for Disruption to Studies is made and approved.

On successful completion you will be able to:

- Define and distinguish the practice of different types of entrepreneurship.
- Apply theoretical perspectives to critically review entrepreneurial activities.

Business Concept Development

Working in groups, students identify a business opportunity, assess the business idea, and develop the plan for building a business venture. Groups present their business proposal in three sections. Every member of the group takes a leadership role for at least one section. At the time of each presentation, group members submit peer evaluations of all fellow group members. In situations of unsatisfactory contributions by a group member, individual grades for group work will be moderated based on peer evaluation and tutor/lecturer judgment. The lecturer has the final say in all group mark adjustments. Please see the instructions for the business concept development on ilearn for additional details and the marking rubric.

Groups present sections of their business concept in tutorials. On the day of the first two presentations, the group submits a 1-page summary of their presentation to the tutor. On the day of the third presentation, before the tutorial, the group submits their written business concept through Turnitin.

No late presentations or materials are accepted, unless an application for Disruption to Studies is made and approved.
On successful completion you will be able to:

- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.
- Apply theoretical perspectives to critically review entrepreneurial activities.

**Participation**

**Due:** Weeks 5 - 13  
**Weighting:** 10%

When groups make presentations in tutorials (weeks 5-13), students are expected to contribute to discussions of all group’s evolving business concepts. There will be time after each group’s presentation to discuss the development of the business idea by asking questions, making suggestions or sharing ideas. Students are expected to share their ideas in constructive ways. Students’ entrepreneurial skills will be developed by the opportunity to engage in the planning, development and evolution of multiple business concepts. Participation will be marked based on the quality and quantity of contributions to the work of peers.

Attendance is a prerequisite for participation, but it does not constitute participation. Students who do not verbally contribute to the discussion will receive 0 out of 10 marks.

On successful completion you will be able to:

- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.
- Apply theoretical perspectives to critically review entrepreneurial activities.

**Final Exam**

**Due:** Formal exam period  
**Weighting:** 40%

The final examination is included as an assessment task for this unit to provide assurance that the student has attained the knowledge and skills assessed by the exam. The exam will be held during the University’s formal examination period. Details of the final exam will be released by week 13.

On successful completion you will be able to:

- Define and distinguish the practice of different types of entrepreneurship.
- Apply theoretical perspectives to critically review entrepreneurial activities.

**Delivery and Resources**

**Classes**

1 x 2 hour lecture and 1 x 1 hour tutorial each week; i.e., 3 hours of class each week unless
Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Required Text


The text is available as an ebook or hard copy. It is available from the Co-Op Book Shop, and reserve copies are held at the University library.

Technology Used

Students will need to have access to a computer and the internet.

Students may use Powerpoint, Prezi or a similar program to prepare visual aids for their presentations.

Students will need to have access to the ilearn website for the unit: [https://ilearn.mq.edu.au/login/MQ/](https://ilearn.mq.edu.au/login/MQ/).

Group Work

Students will work in groups to develop the Business Concept Plan.

Unit guide BBA 220 Entrepreneurship and New Venture Management

otherwise indicated in the lecture schedule

Classes may vary due to public holidays.

The timetable can be found on the University website at: [http://students.mq.edu.au/student_admin/timetables](http://students.mq.edu.au/student_admin/timetables).

http://students.mq.edu.au/student_admin/timetables
Student Code of Conduct
Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results
Results shown in iLearn, 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 ask.mq.edu.au.

Student Support
Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills
Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support
Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries
For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help
For help with University computer systems and technology, visit http://informatics.mq.edu.au/help/.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

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**

- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.

**Assessment tasks**

- Business Concept Development
- Participation

**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**

- Define and distinguish the practice of different types of entrepreneurship.
- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.
- Apply theoretical perspectives to critically review entrepreneurial activities.

**Assessment tasks**

- Individual Essay
- Business Concept Development
- Participation
- Final Exam

**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

- Define and distinguish the practice of different types of entrepreneurship.
- Identify and critique entrepreneurial opportunities.
- Develop, review and revise strategies for building new ventures.
- Apply theoretical perspectives to critically review entrepreneurial activities.

Assessment tasks

- Individual Essay
- Business Concept Development
- Participation
- Final Exam

Changes from Previous Offering

The text, lectures and assessments have changed since the previous offering of the unit.

Research and Practice

Additional readings and videos will be listed on the Weekly Guide and a link will be posted to ilearn.

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>19/02/2015</td>
<td>Changes with regards to teaching staff.</td>
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</tbody>
</table>