BUS 827
Entrepreneurship in Business
S1 Day 2016
Dept of Marketing and Management

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**General Information**

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by appointment Friday 12-1pm Room TBA

David Rooney
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Credit points
4

Prerequisites
(BUS651 or MKTG696) or (admission to MLabQAMgt or MIntRelMIntTrdeComLaw or MIntTrdeComLaw or PGDipIntTrdeComLaw or PGCertIntTrdeComLaw or MBiotech or MRadiopharmSc)

Corequisites

Co-badge status

Unit description
The purpose of this unit is to provide students with an understanding of the process that an entrepreneur employs to develop an idea into an opportunity and then into a thriving, valuable business. We will see how the application of sound principles of business strategy underpins the entrepreneurial process and is critical in achieving a successful outcome. Successful completion of this unit will provide students with knowledge and tools that will support them in their own entrepreneurial endeavours or equip them to contribute as part of an entrepreneurial team. The learning outcomes of this unit focus on applying the entrepreneurial process model to analyse entrepreneurs' venture creation; understanding and practising idea generation and screening including opportunity analysis of trends, feasibility and competitive analysis; understanding the process of how to write up a feasibility analysis and business plan to launch the new venture successfully; and finally understanding the basics of entrepreneurial finance including the raising funds, financing for growth, financial evaluation of opportunities, and acquisition financing.
Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

1. Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
2. Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
3. Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
4. Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization.
5. Consider how to monitor venture performance, manage growth, and sustain organisations.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1: Strategic Analysis Report</td>
<td>30%</td>
<td>Week 7</td>
</tr>
<tr>
<td>A2: Business Plan</td>
<td>30%</td>
<td>see schedule</td>
</tr>
<tr>
<td>A3: Case Study Report</td>
<td>40%</td>
<td>Wk 13</td>
</tr>
</tbody>
</table>

A1: Strategic Analysis Report

Due: Week 7
Weighting: 30%

Submission

Individual Report Due Week 7. To be submitted to Turnitin online by 11:59pm on the due date

Criteria

As per the assessment guidelines on iLearn website

Note on Late Submission

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for
cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
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A2: Business Plan

Due: see schedule
Weighting: 30%

There are three components to the Group project as follows:

Preliminary Feasibility Report A1 (6-10 pages) due in Week 4 (in Class)
Final Feasibility Group Report A1 (25-30 pages) due in Week 10 (20%)
Group presentation between Weeks 11 and 12 (10%)

Note on Late Submissions

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

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A3: Case Study Report

Due: Wk 13
Weighting: 40%

Students will be provided with 1 or 2 case studies at the lecture in Week 12 of the semester. Students will be asked to read these case studies and undertake research on these case studies. They will then be asked to provide answers to several questions in a case study report format due in week 13 (Friday 10th June). There will be 5 questions based on the case studies provided. All materials in the unit including lectures, tutorials and assessments may be examined in the case study report.

This Assessment Task relates to the following Learning Outcomes:
• Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
• Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
• Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization.
• Consider how to monitor venture performance, manage growth, and sustain organisations.

Delivery and Resources

Classes

• BUS827 incorporates the lecture and tutorial in one 3-hour session, classes may move between lecture and tutorial elements (including student presentations) in order to break-up the class and ensure an optimal learning environment.
• The timetable for classes can be found on the University web site at: http://www.timetable.s.mq.edu.au/
• Attendance will be taken in the weekly classes. Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
• You must attend at least 11 of the 13 weekly classes – failure to do so may affect your learning outcomes and performance in this Unit. Students are expected to arrive on time, and not to leave until the class ends. If you have a recurring problem that makes
you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.

• Students must be quiet during classes, unless of course when class participation is required. Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
• Mobile phones must be turned OFF. No recordings of the seminars can be made without permission of the lecturer.

Required and Recommended texts and/or materials

Prescribed text: Norman Scarborough
Title Essentials of Entrepreneurship and Small Business Management, Global Edition; ISBN 9780273787129; Published 09/01/2013
Published by Pearson Higher Ed USA, Pages 720, Format Paperback

This text is available for purchase at the Macquarie University Co-Op Bookshop. Additional readings and other materials, including PowerPoint slides for each lecture, will be placed on the unit webpage.

Recommended supplementary texts:

Technology Used and Required

• Students are required to learn how to use power point, word processing & iLearn course website. No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

Unit web page

The web page for this unit can be found at: http://ilearn.mq.edu.au

Teaching and Learning Strategy

• The unit is taught by lectures and tutorial activities with group discussions.
• Normally, there will be a lecture at the beginning of each class that will be used to present new concepts and tools that will contribute to students’ understanding of the subject area and assist you to complete assessment tasks. These lectures will be interactive and will use real life examples where possible. In order to prepare for these lectures, students are required to complete the chapter reading in the textbook in advance. These readings are set out in the week-by-week timetable that can be found in this section.
Changes to the Unit
Taking student feedback from the last semester we have introduced the case study assessment component into the course focusing more on performance outcomes of the entrepreneurial process.

Unit Schedule
Weekly Schedule
Please note that Units is a summary of the overall requirements for BUS827. The unit outline and Assessment Guide will be available on iLearn and must be read in conjunction in this Unit Guide

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Tutorial / Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4 March</td>
<td>Introduction to Entrepreneurship Ch 1-2</td>
<td>Unit Overview</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Team Formation - Intro. Feasibility Analysis Template</td>
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<tr>
<td>2</td>
<td>11 March</td>
<td>Profitability and Financial Management</td>
<td>Kerin &amp; Peterson Ch. 2 Exercises: 1, 7 and 8</td>
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<td></td>
<td></td>
<td>· Productivity Measures</td>
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<tr>
<td></td>
<td></td>
<td>· Balanced Scorecard</td>
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<tr>
<td></td>
<td></td>
<td>· Financial Management</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Kerin &amp; Peterson Ch. 2</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Scarborough Ch 11 &amp; 12</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>18 March</td>
<td>Business models and Feasibility Analysis</td>
<td>Class Discussion Case Dr Pepper Snapple Group, Inc: Energy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Scarborough Ch 3</td>
<td>Beverages-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Writing a Business Plan</td>
<td>Kerin &amp; Peterson page 105</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Scarborough Ch 4</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>25 March</td>
<td>Public Holiday No Class</td>
<td>Group Assessment (A2) Feasibility Report (6-10 pages)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Due Monday 21 March before 11.59pm via Turnitin</td>
</tr>
<tr>
<td>5</td>
<td>1 April</td>
<td>Unique Marketing Issues</td>
<td>Class Discussion Case Mary Kay India: The Hair Care Product</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Scarborough Ch 8</td>
<td>Line Opportunity- Kerin &amp; Peterson page 163</td>
</tr>
<tr>
<td>6</td>
<td>8 April</td>
<td>Pricing</td>
<td>Class Discussion Case Astor Lodge &amp; Suites, Inc – Kerin &amp;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Scarborough Ch 10</td>
<td>Peterson page 338</td>
</tr>
</tbody>
</table>

Semester Break 11th to 24th April
## Learning and Teaching Activities

### Personal Readings
Textbooks, journal articles and on-line materials

### Lectures
Lectures from staff and guest lecturers

### Workshops
Participation in problem solving workshops

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 7 Apr | **Legal Foundation and Building a New-Venture Team** | Scarborough Ch 5 & Ch 16 | Assessment (A1) - Individual Report Due (30%)  
Due: 29th May by 11.59pm via Turnitin |
| 8 May | **Modes of entry into business** | Franchising | Class Discussion (Australian) Case Study – Flipsters  
http://www.youtube.com/watch?v=k--RomhROyQ&feature=related  
http://www.youtube.com/watch?v=AAuYyrKZoJ4&feature=related  
http://www.youtube.com/watch?v=VQ8Izhon4zc&feature=related |
| 9 May | **Getting Funding or Financing** | Scarborough Ch 13 |
| 10 May | **The Importance of Intellectual Property** | | A2 (Group) Full Feasibility Analysis/Business Plan Report Due Friday 20 May (in class) (20%) |
| 11 May | **Potential Guest Lecturer - Social Entrepreneurship** | Preparing For and Evaluating the Challenges of Growth and Strategies for Firm Growth | A2 Group Presentations Start (10%) |
| 12 Jun | **Potential Guest Lecturer - Start-Ups and Venture Capital** | A1 Group Oral Presentations Cont. (10%) |
| 13 Jun | **Course Revision** | | A3 Case Analysis Due In class (40%) |
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:

Academic Honesty Policy  http://mq.edu.au/policy/docs/academic_honesty/policy.html


Disruption to Studies Policy  http://www.mq.edu.au/policy/docs/disruption_studies/policy.html 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.

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.

TO PASS THIS UNIT: ASSESSMENTS: In order to pass this course students must attempt ALL assessment tasks and achieve at least a 50% mark overall.

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
Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

**Learning outcomes**

- Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
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- Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
- Consider how to monitor venture performance, manage growth, and sustain organisations.

**Assessment tasks**

- A1: Strategic Analysis Report
- A2: Business Plan
- A3: Case Study Report
Learning and teaching activities

- Textbooks, journal articles and on-line materials
- Lectures from staff and guest lecturers
- Participation in problem solving workshops

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
- Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
- Consider how to monitor venture performance, manage growth, and sustain organisations.

Assessment tasks

- A1: Strategic Analysis Report
- A2: Business Plan
- A3: Case Study Report

Learning and teaching activities

- Textbooks, journal articles and on-line materials
- Participation in problem solving workshops

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
• Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.
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Assessment tasks
• A1: Strategic Analysis Report
• A2: Business Plan
• A3: Case Study Report

Learning and teaching activities
• Participation in problem solving workshops

Global Contexts & Sustainability
The unit introduces prominent theories in the disciplines of Business Strategy and Entrepreneurial thinking and offers students opportunities to apply the disciplinary knowledge in the context of a challenging (global) business environment. The sustainability context: The unit introduces well-established theories and opportunities to explore corporate governance and business ethics that have important implications for entrepreneurial behavior and societal sustainability.

Research and Practice
Both the Business Plan and Case Study assessments require students to conduct original research which involves the collection and analysis of information from a wide range of sources including academic journals, business magazines, newspapers and other media outlets.