BUS 827

Entrepreneurship in Business

S2 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
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ROOM 192, 7 MANAGEMENT DR
Thursdays, 5 to 6pm

Rebecca Young
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Credit points
4

Prerequisites
BUS651 or ECON649 or MKTG696 or (admission to MLabQAmgt or MBiotech or MRadiopharmSc)

Corequisites

Co-badged status
MGMT727

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

Learning Outcomes

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

Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.

Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.

Work effectively in teams to experience all aspects of a new venture start-up and demonstrate interpersonal, leadership and communication skills, both written and verbal.

Critically reflect and write on the theory and nature of entrepreneurship and your associated learning experience

General Assessment Information

Please take advantage of the applied format in the delivery of this Unit. Practical application is a key cornerstone of entrepreneurial behaviour. At the same, focus on the leanings from this unit. Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered

Assessment Tasks

Name	Weighting	Hurdle	Due
New Venture Start-up	50%	No	Weeks 2 through to 14
Critical Essay and reflections	50%	No	Week 14, November 16 by 9am

New Venture Start-up

Due: **Weeks 2 through to 14**
Weighting: **50%**

Team project. New Venture ideas and start-up

Due: Weeks 2 to Week 14

Weighting: 50% (25 + 25)

This assessment comes in **two parts**. The first part is the pitch presentation of your business and the second part is the written business report of your new venture project.

All students will join a team to form a new venture. You will remain together in your team for the entire duration of the unit. It is important that you assemble a team of diverse, energetic, creative and vibrant team members each with different skill sets and drive that they bring to your

new venture. Actively seek diversity as it improves innovativeness.

Part 1: Business Pitch Presentation (Individual mark worth 25%)

Due: **Week 11**

15-minutes per team presentation during class time. BEFORE the pitch presentation (i.e., **by 31 Oct**), you must submit your team's powerpoint slides on iLearn Discussion Forum. Your powerpoint presentation must not contain more than 12 slides. Penalty applies if powerpoint slides are not uploaded before the pitch presentation. All students must be present in during Pitch presentations. Absence without approved "Special Considerations" will be awarded 0 marks. Refer to Assessment guidelines posted on iLearn.

Each entrepreneurial team must give a stand-up presentation of its new business venture in a pitch presentation. This presentation aims to impress and convince "investors" to invest in your venture. Marks are awarded based on individual presentation even though this assessment is a team business pitch presentation. Strategize and make every effort to capture the confidence and imagination of your audience, your potential investors. Be creative, professional and credible. Each and every team member must be involved in the pitch presentation. The feedback from the presentation will be useful in refining the written report, which is part 2 of the team project.

More details about this assessment will be presented in class and on iLearn.

Part 2: Written report (Team mark worth 25%)

Due: The written report is due Week 14, Monday 12 Nov by 9am. Submit through turnitin on our iLearn site.

Late reports will incur a 10% penalty per 24-hour period that they are late. Weekend days and public holidays each count as one day. Penalty does not apply in cases in which an application for Special Consideration is made and approved prior to the submission due date. If the revised extended deadline is not met, late penalty applies. Refer to Assessment guidelines posted on iLearn.

Your new venture business report is a professional document that presents your business opportunity within a framework that includes business models. These business models should show how value is created, delivered and captured. Your new venture will encompass entrepreneurial creativity in solving a problem and/or identifying gaps that are not filled by the current market. Your entrepreneurial new venture can be a commercial venture focused on financial rewards or a social venture to deliver social good.

More details about this assessment will be presented in class and on iLearn.

On successful completion you will be able to:

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Critical Essay and reflections

Due: **Week 14, November 16 by 9am**
Weighting: **50%**

Individual Essay with reflective insights

Due: Week 14, Friday 16 November by 9am

Weighting: 50%

Maximum **2000 +/- 10% word limit**, excluding references and appendices. Penalty of 10% applies for exceeding word count. **Word count must be indicated on the first page of your report.**

This assessment requires you to write an essay that must include **two sections**.

The first section is where you provide an academic analysis of entrepreneurs and entrepreneurship. You will need to choose one topic or metaphor from class that interests you the most and develop a hypothesis that you will need to substantiate theoretically with literature research and by providing empirical examples. Source from multiple areas of information such as academic peer-reviewed journals, web links, industry reports, government report, and popular media to support your analysis. All sourced content must be referenced appropriately using Harvard style format.

The second section is a reflective report. Reflective writing encourages you to examine your personal learning and experience about specific situations such as your learning in relation to taking this unit and participating in team work. It helps you to think about how your experience can apply to future projects you might be working on.

All students must submit their Essay with reflections through turnitin using the link on iLearn by Friday November 16, 9am. No extension will be granted. Late reports will incur a 10% penalty per 24-hour period that they are late. Weekend day and public holidays each count as one day. Penalty does not apply in cases in which an application for special consideration is made and approved. If the revised extended deadline is not met, late penalty applies. Refer to Assessment guidelines posted on iLearn.

More details about this assessment will be presented in class and on iLearn.

On successful completion you will be able to:

- Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.
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- Critically reflect and write on the theory and nature of entrepreneurship and your associated learning experience

Delivery and Resources

The delivery of this Unit incorporates a **3-hour seminar**. 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.

This Unit is taught by a **mix of lecture-style and interactive delivery with group discussions**. Lectures are used to present concepts, theories and tools to provide the framework to pursue entrepreneurial activities. Class activities will be interactive and students can learn best by actively participating in these activities. Participation and learning will be most productive if students **complete the required readings BEFORE class**.

Required Textbook:

Scarborough, N and Cornwall, J (2017) Essentials of Entrepreneurship and Small Business Management, Global Edition (8e). Pearson Education Ltd. England.

Additional readings:

Additional required or suggested readings will be made available on iLearn.

Weekly attendance and active participation are critical to your learning outcomes and performance in this Unit. Students are expected to arrive on time and not leave until the class ends. If you have a recurring problem with class attendance, please seek advice and apply for special considerations.

Suggested Academic Journals for reading and research:

• Entrepreneurship, Theory and Practice

• Harvard Business Review

• Journal of Business Venturing

• Journal of Business Venturing Insights

• Journal of Small Business Management

• International Small Business Journal

• Small Business Economics

Additional relevant resources

• Global Entrepreneurship Monitor : http://www.gemconsortium.org/

• ABS, Australian: http://www.abs.gov.au

• Innovation Australia : http://www.innovation.gov.au/

• Harvard Business school entrepreneurs http://www.hbs.edu/ entrepreneurs/

• Check iLearn for updates

Unit Web Page

Please note that the unit's logon iLearn address is: http://ilearn.mq.edu.au Please check this site each week for lecture slides (available for downloading and printing). In addition, other notes will be posted on the site from time to time. It is incumbent upon each student to regularly check iLearn (i.e. at least once a week). Where stated in your assessments, you must upload your reports through the appropriate Turnitin link. IT IS YOUR RESPONSIBILITY TO ENSURE THAT YOU SUBMIT YOUR ASSESSMENTS TO THE CORRECT TURNITIN LINK. Failure to do so will result in a loss of marks.

Technology Use

Students are expected to have knowledge of working with Microsoft Word, Excel and PowerPoint Also it is expected that students get themselves familiar with iLearn, Google Scholar, and other required online databases.

Unit Schedule

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p

olicy-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/study/getting-started/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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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.

Graduate Capabilities

PG - Discipline Knowledge and Skills

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

- Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.
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- Work effectively in teams to experience all aspects of a new venture start-up and demonstrate interpersonal, leadership and communication skills, both written and verbal.
- Critically reflect and write on the theory and nature of entrepreneurship and your associated learning experience

Assessment tasks

- New Venture Start-up
- Critical Essay and reflections

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.
- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.
- Work effectively in teams to experience all aspects of a new venture start-up and demonstrate interpersonal, leadership and communication skills, both written and verbal.
- Critically reflect and write on the theory and nature of entrepreneurship and your associated learning experience

Assessment tasks

- New Venture Start-up
- Critical Essay and reflections

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

- Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.
- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.
- Work effectively in teams to experience all aspects of a new venture start-up and demonstrate interpersonal, leadership and communication skills, both written and verbal.
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Assessment tasks

- New Venture Start-up
- Critical Essay and reflections

Changes from Previous Offering

There is a different prescribed text, additional required readings and changes in assessments.

Global context and sustainability

This Unit introduces well established theories in the discipline of entrepreneurial behaviour and business strategy. The Unit offers students the opportunities to apply the disciplinary knowledge in the context of a challenging domestic and global business environment. Students are reminded to incorporate corporate governance, sustainability and ethics as they pursue entrepreneurial activities.

Research and Practice

This Unit requires students to conduct research which involves sourcing data and information from a wide range of sources including academic journals, websites, media news, industry and government reports. Students are reminded to be ethical and truthful in conducting and interpreting research. Academic honesty is to be adhered to at all times.