



BBA 220

Entrepreneurship and New Venture Management

S2 Day 2018

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

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor, Lecturer

Frances Chang

frances.chang@mq.edu.au

Contact via Email

4ER lvl 2 218

Fridays, 1pm to 2pm

Credit points

3

Prerequisites

21cp at 100 level or above

Corequisites

Co-badged status

Unit description

This unit introduces students to the entrepreneurial process of identifying opportunities and developing these opportunities to new business ventures. Students will learn business concepts and processes required to successfully launch and operate an entrepreneurial venture. The unit is taught through experiential learning where students learn by starting a business venture. The new business can be a profit-driven enterprise or an enterprise driven by addressing social needs. Students will learn how to investigate market dynamics and customer needs to generate innovative ideas. Crafting a business plan and working towards a pitch provide the necessary critical skills that, to a degree, resemble the real world of entrepreneurship. Students will bring together the knowledge acquired across different disciplines and will need to participate actively as an entrepreneurial team to launch the new venture.

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:

Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.

Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.

Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

General Assessment Information

Requirements to complete this unit satisfactory:

Successful completion of this unit is conditional on submission of all assessment tasks and achieving a minimum of 50% of the total assessments. Students are expected to complete all assessment tasks for this Unit.

Assessment Tasks

Name	Weighting	Hurdle	Due
Entrepreneurship Analysis	30%	No	Week 6
New Venture Business Plan	30%	No	Week 4 to 12
Formal Exam	40%	No	Formal exam period

Entrepreneurship Analysis

Due: **Week 6**

Weighting: **30%**

The entrepreneurship analysis is an individual assessment. This assessment is a critical reflection of the definition of entrepreneurship, the origin of entrepreneurial ideas and opportunities and the entrepreneurial mindset that is often a characteristic of an entrepreneur. Your analysis is based on secondary research and primary research.

Your first task is to provide a critical review of entrepreneurship. Your critical review is based on synthesising theoretical concepts and models, readings from peer-reviewed academic journals, relevant databases, industry and government reports, websites and newspaper articles.

Your second task is to analyse the start-up and development of an entrepreneurial venture. This second task requires you to interview a business owner. Analyse the interview findings. In your analysis, draw on concepts and theories to consider the characteristics of your selected business owner and the emergence of his/her business idea.

All students must submit their analysis through turnitin using the link on iLearn. Submit in Week 6. No extensions will be granted. Late submission will attract a penalty of 10% per 24 hour period

or part thereof. For example, a submission made 25 hours after the due date, attracts a 20% penalty. This penalty does not apply for cases in which an application for Special Consideration has been made and approved. Note that this consideration could allow for an extension on the current task or the provision of another task. In submitting an application, the student is agreeing to make themselves available so that they complete the task assigned as required. The time and date, deadline or format of any required additional task is not negotiable.

Read the assessment guidelines on iLearn for additional details and marking criteria.

On successful completion you will be able to:

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.

New Venture Business Plan

Due: **Week 4 to 12**

Weighting: **30%**

This assessment comes in two parts, worth 30% in total:

First part: Written Business Plan (team mark worth 15%) due in Week 10

Second part: Individual mark worth 15%. This includes Team Pitch Presentation, business ideas and evidence of contribution to team project.

The **first part**, marked as team mark, requires students to work as an entrepreneurial team comprising not more than five (5) students per team. Research indicates that an entrepreneurial team has a higher chance of success compared to a lone entrepreneur. Your task is to assemble a diverse and energetic creative team of students to launch a new business venture. Share and compare your business ideas from the first part of this assessment and decide which idea to pursue. Progressive milestones must be established from Week 4 before the culmination of your progress into the Business Plan which must be submitted through turnitin in Week 10. No hard copy required.

The **second part**, marked as individual marks, comprises submission of business ideas, evidence of contribution to your team project and a Pitch presentation. The Pitch presentation requires your team to present your business plan in a Pitch presentation style in Weeks 11 and 12 during your tutorials. This being the case, **Weeks 11 and 12 tutorial attendance is compulsory**. Absence means you will get 0/10 marks for Pitch presentation. Note that your individual mark for the Pitch presentation may be seen by other members of your team. Please read assessment details on iLearn.

Please note all deadlines. No extension will be granted. Late submission will attract a penalty of 10% per 24 hour period or part thereof. For example, a submission made 25 hours after the due date, attracts a 20% penalty. This penalty does not apply for cases in which an application for Special Consideration has been made and approved. Note that this consideration could allow for

an extension on the current task or the provision of another task. In submitting an application, the student is agreeing to make themselves available so that they complete the task assigned as required. The time and date, deadline or format of any required additional task is not negotiable.

Refer to assessment guidelines for further details on your assessments and marking criteria.

On successful completion you will be able to:

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Formal Exam

Due: **Formal exam period**

Weighting: **40%**

The final examination is compulsory and 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 format of the exam is long essay questions. The exam will be held during the University's formal examination period.

The only exception to not sitting an examination at the designated time in the University Examination Timetable is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration.

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie University examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of

different types of entrepreneurs.

- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

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 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.

Required Text: Barringer, B. and Ireland, R. (2016). "Entrepreneurship. Successfully Launching New Ventures". Global Edition, 5th Ed, Pearson Education Ltd. England.

Useful additional text:

Barringer, B (1980). "Preparing Effective Business Plans An Entrepreneurial Approach". 2nd Ed., Global Ed. Prentice Hall.

Osterwalder, A and Pigneur, Y (2010). "Business Model Generation: A handbook for visionaries, game changers and challengers", John Wiley & Sons, Inc., New Jersey.

Prizes Prizes for this unit: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Suggested Academic Journals for reading and research:

- Entrepreneurship, Theory and Practice
- Harvard Business Review • Journal of Business Venturing
- Journal of Small Business Management
- International Small Business Journal
- Small Business Economics

Some suggested journal articles may be available on iLearn

Additional relevant resources

- Global Entrepreneurship Monitor : <http://www.gemconsortium.org/>
- ABS, Australian SMES : <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/1321.0Main+Features12001?OpenDocument>
- Innovation Australia : <http://www.innovation.gov.au/>

- Harvard Business school entrepreneurs <http://www.hbs.edu/entrepreneurs/>
- Pitch for financial investors: check iLearn for current links
- Crowd funding: check iLearn for current links
- Venture capital: check iLearn for current links
- Angel investors: check iLearn for current links

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 and discussion forums are available for online participation. 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 - UNDER YOUR CORRECT TUTOR'S NAME, ON THE CORRECT DATE.** 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

Unit Schedule BBA220 S2, 2018

Week	Lectures and Readings	Tutorial activities
1.	Introduction to Unit and Introduction to Entrepreneurship Guest Speaker: TBA Readings – Chapter 1 PLUS journal articles on ilearn	No tutorial

<p>2.</p>	<p>Recognizing opportunities and generating ideas</p> <p>Readings – Chapter 2 PLUS journal articles on iLearn</p>	<p>Getting to know each other</p> <p>Briefing on assessment tasks</p> <p>Discuss analysis and expectations of Case Study. Simple Case Study provided during tutorial.</p>
<p>3.</p>	<p>Feasibility Analysis</p> <p>Guest Speaker: TBA</p> <p>Readings – Chapter 5</p> <p>PLUS journal articles on iLearn</p>	<p>Formation of teams.</p> <p>Q&As on assessment tasks.</p> <p>How to generate business ideas?</p>
<p>4.</p>	<p>Business Models</p> <p>Readings – Chapter 4</p> <p>Additional reading – Osterwalder and Pigneur (2010)</p> <p>PLUS journal articles on iLearn</p>	<p>In-class entrepreneurial team work:</p> <p>Team Project First milestone: Brainstorming your business ideas.</p> <p>Case Study for in-class participation:</p> <p>Read and prepare Application Questions 3-24, 3-25 and 3-26 on page 120.</p> <p>Discuss and answer the questions.</p>
<p>5.</p>	<p>Industry and Competitor Analysis</p> <p>Readings – Chapter 5</p> <p>PLUS journal articles on iLearn</p>	<p>Case Study for in-class participation:</p> <p>Read and prepare Case "What went wrong? Peer to peer business models..." on page 139.</p> <p>Also read and prepare Application Questions 4-23 and 4-26 on page 157</p> <p>Discuss and answer the questions.</p>
<p>6.</p>	<p>Writing a Business Plan</p> <p>Readings – Chapter 6</p> <p>Additional reading – Preparing Effective Plabs, Barringer (2008)</p> <p>PLUS journal articles on iLearn</p>	<p>Individual Case Study Due: Wed, 5 Sept by 9am.</p> <p>Case Study for in-class participation:</p> <p>Read and prepare "You be the VC" 4.2, Mango Health on page 158 and "You be the VC" 5.2, Ubersense on page 196.</p> <p>Discuss and answer the questions.</p>

7.	<p>Legal Foundation and types of intellectual property</p> <p>Readings – Chapter 7 and 12</p> <p>PLUS articles on iLearn</p>	<p>In-class entrepreneurial team work:</p> <p><u>Team Project Second Milestone:</u></p> <p>Show and discuss progress of Business plan, focusing on the business idea, industry and feasibility.</p> <p>Discussion and Q&As:</p> <p>Guideline on Writing your Business plan. Please re-read Chapter 6 again!</p>
<p>Mid-session break</p>		
8.	<p>Financial Viability</p> <p>Readings – Chapter 8</p> <p>PLUS financial templates on iLearn</p> <p>Guest speaker - TBC.</p>	<p>In-class entrepreneurial team work:</p> <p><u>Team Project Third milestone:</u></p> <p>Show and discuss progress of Business plan, focusing on management, marketing and operations.</p> <p>Case Study for in-class participation:</p> <p>Read and prepare "You be the VC" 7.2, Company: Pillpack on page 269</p> <p>Read and prepare Application question 7-34 on p.268</p> <p>Discuss and answer the questions.</p>
9.	<p>Building your new venture team and Unique marketing issues</p> <p>Readings – Chapter 9 and 11</p> <p>PLUS articles on iLearn</p>	<p>In-class entrepreneurial team work:</p> <p><u>Team Project Final milestone:</u></p> <p>Show progress of your Business Plan.</p>
10.	<p>Getting finance and funding</p> <p>Readings – Chapter 10 PLUS journal articles on iLearn</p>	<p>Team written business plan due on turnitin by 9am Wed, 17 Oct. 2018.</p> <p>Focus on preparation for your Business Pitch.</p>
11.	<p>Challenges and strategies for venture growth</p> <p>Readings – Chapter 13, 14</p> <p>PLUS journal articles on iLearn</p>	<p>Tutorial attendance is compulsory for all students.</p> <p>First few teams to present New Business Pitch.</p>

12.	Continuing on growth strategies and franchising Readings – Chapter 14 and 15 PLUS journal articles on iLearn	Tutorial attendance is compulsory for all students. Remaining teams to present New Business Pitch.
13.	Revisions, Exam preparation and Final Q&As.	Revisions, Q&As, preparation and housekeeping matters.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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 \(https://students.mq.edu.au/support/study/student-policy-gateway\)](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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/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

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

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.

- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Entrepreneurship Analysis
- New Venture Business Plan
- Formal 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

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Entrepreneurship Analysis
- New Venture Business Plan
- Formal Exam

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

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to entrepreneurial problems in ways that reflect value for business and society.
- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Entrepreneurship Analysis
- New Venture Business Plan
- Formal Exam

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

- Analyse key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs.
- Actively seek new ideas, evaluate entrepreneurial opportunities and critically analyse entrepreneurship business issues and decision-making.
- Develop, review and revise strategies for creating new ventures and develop solutions to

entrepreneurial problems in ways that reflect value for business and society.

- Apply competence and communications skills to build teamwork spirit in integrating key management, marketing and operation models to create a coherent and feasible new venture business plan.

Assessment tasks

- Entrepreneurship Analysis
- New Venture Business Plan
- Formal Exam

Changes from Previous Offering

Inclusion of new tutorial activities.

Minor adjustments of marks allocation for team project on new venture business.

Global and Sustainability

This Unit draws on domestic and global practices of sustainability in addressing entrepreneurial projects. Students have the opportunity to engage in sustainable issues that affect community and society at large.

Research and Practice

This Unit builds on entrepreneurial principles of understanding the external and internal environment which provide the platform to seek opportunities and to launch new ventures. This perspective requires students to source secondary and/or primary data in an ethical manner from Macquarie University library and other external source and to apply the research findings to their assessments. Students are reminded to consider ethical implications of conducting research.