



# MGMT727

## Entrepreneurship in Business

S2 Evening 2019

*Department of Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Frances Chang

[frances.chang@mq.edu.au](mailto:frances.chang@mq.edu.au)

Contact via Email

Please view consultation hours via iLearn - <https://ilearn.mq.edu.au/login>

Credit points

4

Prerequisites

Admission to MRes

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. A central focus of this unit is to develop a critical awareness and evaluation of existing literature, theories and research in entrepreneurship.

## 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:

Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship.

Design new business ventures that consider a range of economic, societal, technological and global aspects of entrepreneurship.

Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.

Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>New Venture Start-up</u>	40%	No	Weeks 2 - Week 12
<u>Paper Review and Critique</u>	60%	No	Week 13

### New Venture Start-up

Due: **Weeks 2 - Week 12**

Weighting: **40%**

#### New Venture Start-up Assessment Summary

##### Task Description

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.

**Part 1: Written report (Group mark worth 20%):** 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 and need to be developed using relevant research methods and principles and by conducting research to recommend appropriate solutions to complex business problems. 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.

**Part 2: Business Ideas and Pitch Presentation (Individual mark worth 20%):** Each entrepreneurial group 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. This is assessed as individual mark and includes submission of individual business ideas on Turnitin.

##### Type of Collaboration

Group and Individual

##### Submission

**Part 1: Written report due in Week 11** to be submitted via Turnitin link on iLearn

**Part 2: Business Ideas and Pitch Presentation comprise two components. (1) Individual business ideas due in Week 4, submit via turnitin. (2)** Pitch presentation will need to be recorded as video by groups and uploaded to YouTube in Week 11. Please refer to the [iLearn](#) Unit page for more details. In week 12 we will hold a Q&A session on Pitch presentations

### **Format**

Please refer to the [iLearn](#) Unit page.

### **Length**

**Part 1: Written report: 2000 to 3000 word limit (+/- 10%), excluding references and appendices.**

**Part 12: Individual business idea. Submit via Turnitin. Business Pitch Presentation recorded as 15 min video.**

### **Inherent Task Requirements**

All students need to physically attend seminar in week 12 for the Pitch Presentation Q&A session

### **Late Submission**

**Part 1: Written report: Late Report must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 10% made from total available marks for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% deduction). Late submissions will be accepted up to 96 hours after the due date and time.**

**Part 2: Individual business idea to submit via Turnitin. All students must participate in the video presentation as well as Pitch Presentation Q&A in Week 12: Absence without approved "Special Considerations" will be awarded 0 marks.**

**This penalty does not apply for cases in which an application for Special Consideration is made and approved. Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.**

On successful completion you will be able to:

- Design new business ventures that consider a range of economic, societal, technological and global aspects of entrepreneurship.
- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

## **Paper Review and Critique**

Due: **Week 13**

Weighting: **60%**

## Paper Review and Critique Assessment Summary

### Task Description

Entrepreneurship Education Research Paper: This assignment requires student to review the entrepreneurship education literature and critically assess the methods and approaches used in this unit.

### Type of Collaboration

Individual

### Submission

Submit via Turnitin. Please refer to the [iLearn](#) Unit page.

### Format

Please refer to the [iLearn](#) Unit page.

### Length

**Maximum 3000 word limit**, excluding references and appendices.

### Inherent Task Requirements

N/A

### Late Submission

Late submissions must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 10%** made the total available mark for each **24 hour period** or part thereof that the submission is late (for example, 25 hours late in submission incurs a **20%** deduction). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

## Delivery and Resources

Required text	<ul style="list-style-type: none"><li>• Scarborough, N and Cornwall, J (2017) Essentials of Entrepreneurship and Small Business Management, Global Edition (8e). Pearson Education Ltd. England.</li></ul> <p>The text is available from the Co-Op Bookshop. Copies are held in the Library's Reserve section.</p>
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<b>Unit web page</b>	The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
<b>Technology Used and Required</b>	Students will need to be familiar with a web browser to access the unit web page.
<b>Delivery Format and Other Details</b>	<ul style="list-style-type: none"> <li>This Unit is taught by a <b>mix of lecture-style and interactive delivery with group discussions</b>. 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 <b>complete the required readings BEFORE class</b>.</li> <li>The timetable for classes can be found on the University web site: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li> </ul>
<b>Recommended readings</b>	<p><b>Additional readings:</b></p> <ul style="list-style-type: none"> <li>Additional required or suggested readings will be made available on iLearn.</li> </ul> <p><b>Suggested Academic Journals for reading and research:</b></p> <ul style="list-style-type: none"> <li>Entrepreneurship, Theory and Practice</li> <li>Harvard Business Review</li> <li>Journal of Business Venturing</li> <li>Journal of Business Venturing Insights</li> <li>Journal of Small Business Management</li> <li>International Small Business Journal</li> <li>Small Business Economics</li> </ul> <p><b>Additional relevant resources</b></p> <ul style="list-style-type: none"> <li>Global Entrepreneurship Monitor : <a href="http://www.gemconsortium.org/">http://www.gemconsortium.org/</a></li> <li>ABS, Australian: <a href="http://www.abs.gov.au">http://www.abs.gov.au</a></li> <li>Innovation Australia : <a href="http://www.innovation.gov.au/">http://www.innovation.gov.au/</a></li> <li>Harvard Business school entrepreneurs <a href="http://www.hbs.edu/entrepreneurs/">http://www.hbs.edu/entrepreneurs/</a></li> </ul>

## Unit Schedule

Week	Lecture Topic & Readings	Tutorial Topic(notable seminar activities)
1	Introduction to Unit and Foundations of Entrepreneurship Readings: Chapter 1 + resources on iLearn	Class introduction and briefing on assessment tasks. Team formation.
2	Ethics, Social Responsibility and Social Entrepreneurship Readings: Chapter 2 + resources on iLearn	Guidelines and practice on case analysis. Finalise team formation.
3	Inside the entrepreneurial mind: From ideas to reality Readings: Chapter 3 + resources on iLearn	
4	Feasibility analysis and Business models Readings: Chapter 4 + resources on iLearn	In class practise case study assessment.

5	Crafting the Business Plan Readings: Chapter 5 + resources on iLearn	Case study assessment 1. Show first milestone of Paper Review and Critique
6	Unique Marketing Issues Readings: Chapter 8, 9 + 10 + resources on iLearn	
7	Financial considerations Readings: Chapter 11, 12 + 13 + resources on iLearn	Case study assessment 2. Show second milestone of Paper Review and Critique
	Mid-session break	
8	Elevator Pitch Session	Each team presents their business idea in 2 minutes to receive valuable feedback before assessment
9	Forms of ownership and franchising Readings: Chapter 6 + 7 + resources on iLearn	Case study assessment 3. Show third and final milestone of Paper Review and Critique
10	Growing your enterprise and team & Global aspects Readings: Chapter 15 + 16 + resources on iLearn	
11	No class as teams are recording their pitch presentation assessment	Written Report due. Submit via Turnitin. Video presentation due. Submit youtube link on iLearn.
12	Pitch presentation Q&A	
13	Revisions, reflections and final Q&As	Paper Review and Critique due. Submit via Turnitin.

## 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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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/](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

- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship.
- Design new business ventures that consider a range of economic, societal, technological and global aspects of entrepreneurship.
- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

#### Assessment tasks

- New Venture Start-up
- Paper Review and Critique

### 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

- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship.
- Design new business ventures that consider a range of economic, societal, technological and global aspects of entrepreneurship.
- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.

- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

## **Assessment tasks**

- New Venture Start-up
- Paper Review and Critique

## **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**

- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship.
- Design new business ventures that consider a range of economic, societal, technological and global aspects of entrepreneurship.
- Work in a team to communicate the challenges and tasks involved in a new venture start-up, both orally and via the written word.
- Critically reflect on the theoretical concepts and nature of entrepreneurship to solve problems.

## **Assessment tasks**

- New Venture Start-up
- Paper Review and Critique

## **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.