



BBA 220

Entrepreneurship and New Venture Management

S1 Day 2019

Department of 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

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

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.

Assessment Tasks

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

Entrepreneurship Analysis

Due: **Week 6**

Weighting: **30%**

Entrepreneurship Analysis Assessment Summary Task Description

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.

Read Assessment Guidelines on the [iLearn's](#) Unit page for details and marking criteria.

Type of Collaboration Individual **Submission** Submit in **Week 6**. Please Submit Via Turnitin Link on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit page **Length** 2000 word limit, +/- 10%

Inherent Task Requirements None **Late Submission**

Late tasks must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 10%** 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 incurs a 20% penalty). 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:

- 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 Week 12**

Weighting: **30%**

New Venture Business Plan Assessment Summary Task Description

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

First part: Written Business Plan (**team mark worth 15%**). The first part, marked as team mark, requires students to work as an entrepreneurial team comprising not more than five (5) students per team. 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.

Second part: Individual mark worth 15%. This includes Team Pitch Presentation, business ideas and evidence of contribution to team project. The second part, marked as individual marks, comprises submission of business ideas (**Submit in Week 4**), evidence of contribution to your team project (**Week 9**) 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.

Read Assessment Guidelines on the [iLearn](#) Unit page for details and marking criteria.

Type of Collaboration Group **Submission** **First part:** Written Business Plan - **Submit in Week 10.** Please Submit Via Turnitin Link on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit page **Length** Refer to assessment guidelines on the iLearn Unit page. **Inherent Task Requirements** Tutorial attendance is required in Presentation week 11 and 12 to complete this task. **Late Submission**

First part: Written Business Plan: Late task must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 10% 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 incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

Second part: Individual mark: Absence means you will get 0 marks for Pitch presentation.

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:

- 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%**

Final Exam Assessment Summary Task Description A final examination is included as an assessment task for this unit to provide assurance that the product belongs to the student and the student has attained the knowledge and skills tested in the exam. **Type of Collaboration** Individual **Submission** You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. **Format** Please refer to the [iLearn](#) Unit page. The format of the exam is long essay questions. The exam will be held during the University's formal examination period. **Length** 3 hours **Inherent Task Requirements** Physical attendance is required to complete this exam **Late Submission** Please see [Assessment Policy Schedule 4](#).

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. 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:

- 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

<p>Required text</p>	<ul style="list-style-type: none"> • Barringer, B. and Ireland, R. (2019). "Entrepreneurship. Successfully Launching New Ventures: Global Edition, 6th Edition, Pearson Education Ltd. England <p>The text is available from the Co-Op Bookshop. Copies are held in the Library's Reserve section.</p>
<p>Unit web page</p>	<p>The web page for this unit can be found at: https://ilearn.mq.edu.au/login/</p>
<p>Technology Used and Required</p>	<p>Students will need to be familiar with a web browser to access the unit web page.</p>
<p>Delivery Format and Other Details</p>	<ul style="list-style-type: none"> • Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s) • Tutorials will commence in Week 2 • The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
<p>Recommended readings</p>	<p>Useful additional text:</p> <ul style="list-style-type: none"> • 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. <p>Suggested Academic Journals for reading and research:</p> <ul style="list-style-type: none"> • Entrepreneurship, Theory and Practice • Harvard Business Review • Journal of Business Venturing • Journal of Small Business Management • International Small Business Journal • Small Business Economics <p>Some suggested journal articles may be available on iLearn</p> <p>Additional relevant resources:</p> <ul style="list-style-type: none"> • 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 Schedule

Unit Schedule BBA220 S1, 2019

Week	Lectures and Readings	Tutorial activities
1.	<p>Introduction to Unit and Introduction to Entrepreneurship</p> <p>Guest Speaker: TBA</p> <p>Readings – Chapter 1 PLUS journal articles on ilearn</p>	<p>No tutorial</p>
2.	<p>Recognizing opportunities and generating ideas</p> <p>Guest Speaker: TBA</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>Simple Case Study - analysis and expectations.</p>
3.	<p>Feasibility Analysis</p> <p>Readings – Chapter 3 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>Individual business ideas due this week.</p> <p>Team contract MUST BE submitted to tutor!</p> <p>“How to conduct interviews?”</p> <p>Q&As on Feasibility Analysis.</p> <p>In-class entrepreneurial team work:</p> <p>First milestone: Brainstorming your business ideas.</p>
<p>5.</p>	<p>Industry and Competitor Analysis</p> <p>Readings – Chapter 5 PLUS journal articles on iLearn</p>	<p>Case Study for in-class participation.</p> <p>Case advised on iLearn. Answer assigned questions.</p> <p>Q&As on business models.</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 Assessment due this week on turnitin!</p> <p>Case Study for in-class participation.</p> <p>Case advised on iLearn. Answer assigned questions.</p> <p>Q&As on Industry and Competitor analysis.</p>
<p>7.</p>	<p>Legal Foundation and types of intellectual property</p> <p>Readings – Chapter 7 and 12</p>	<p>In-class entrepreneurial team work.</p> <p>Second milestone:</p> <p>Show and discuss progress of Business plan, focusing on the business idea, industry and feasibility.</p> <p>Case Study for in-class participation:</p> <p>Case advised on iLearn. Answer assigned questions.</p>

Mid-session break		
8.	<p>Financial Viability and Funding</p> <p>Readings – Chapter 8 and 10</p> <p>PLUS financial templates on iLearn</p> <p>Guest speaker - TBC</p>	<p>In-class entrepreneurial team work.</p> <p>Third milestone:</p> <p>Show and discuss progress of Business plan, focusing on management, marketing and operations.</p> <p>Q&As on writing your business plan and legal structure.</p>
9.	<p>Unique marketing issues</p> <p>Readings – Chapter 11</p> <p>PLUS articles on ilearn</p>	<p>In-class entrepreneurial team work:</p> <p>Final milestone:</p> <p>Show progress of your Business Plan.</p>
10.	<p>Building your new venture team</p> <p>Readings – Chapter 9</p> <p>PLUS journal articles on iLearn</p>	<p>Team written business plan due on turnitin this week!</p> <p>Focus on preparation for your Business Pitch.</p>
11.	<p>Challenges and strategies for venture growth</p> <p>Readings – Chapter 13, 14 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.	<p>Continuing on growth strategies and franchising</p> <p>Readings – Chapter 14 and 15 PLUS journal articles on iLearn</p>	<p>Tutorial attendance is compulsory for all students.</p> <p>Remaining teams to present New Business Pitch.</p>
13.	<p>Revisions, Exam preparation and Final Q&As.</p>	<p>Revisions, Q&As, exam preparation and housekeeping matters.</p>

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 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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact 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/.

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.
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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

Course Learning Outcomes and Faculty Mission

This unit supports the development of course learning outcomes (CLO) for degree(s) delivered by the Faculty of Business and Economics (FBE). CLOs describe the educational outcomes of a degree and what you should be able to know, understand and do by the end of your degree. They also directly reflect the Faculty's mission.

FBE's mission statement:

“We are an applied and engaged business Faculty making a positive global contribution and impact. We engage with our stakeholders as we create and share knowledge which addresses business and societal challenges.”

Unit learning outcomes X and the X assessment contribute to the following CLOs:

CLO1 **Knowledge and Skills**, so that with discipline specific knowledge and skills, our graduates can make a *positive global contribution and impact*

CLO2 **Critical Thinking**, so that with graduates capable of analytical and integrative reasoning, we are an *applied and engaged business Faculty*

CLO3 **Problem Solving**, so that with graduates capable of discernment and common sense in their professional and personal judgement, we can *address business and societal challenges*

CLO4 **Communication**, so that with the ability to convey their views, we can effectively *engage with all stakeholders*

CLO5 **Global Citizen**, so that with contemporary knowledge and ethical thinking, our graduates can *create and share knowledge which address business and societal challenges*

CLO6 **Teamwork**, so that with the ability for collaboration, we can effectively *engage with all stakeholders*

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.