



# BUS 827

## Entrepreneurship in Business

S2 Evening 2019

*Department of Management*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	9
<u>Changes from Previous Offering</u>	10
<u>Global context and sustainability</u>	10
<u>Research and Practice</u>	10

#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## 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

BUS651 or ECON649 or MKTG696 or (admission to MLabQAmgt or MBiotech or MRadiopharmSc or MMgmt or MScInnovation)

Corequisites

Co-badged status

MGMT727

Unit description

This unit focuses on the principles of starting-up a new business venture. Throughout the session we will discuss and critically reflect upon the economic, technological, societal, and global dimensions of entrepreneurship, and explore a range of concepts, models and approaches that represent the theory of entrepreneurship. You will apply this knowledge to practice by working in teams to experience multiple aspects of a new venture start-up. These will include ethical, societal and financial considerations, the creativity of developing a business idea, the development and formulation of a business model and plan, as well as unique marketing issues, ownership, growth and global aspects of entrepreneurship. Successful completion of the unit will provide you with knowledge and tools that will support you in your own entrepreneurial endeavours.

## 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 and apply them to practical situations.

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.

## General Assessment Information

### In-class Case Study Assessment Summary

<b>Task Description</b>	Case study assessment ( <b>60% = 3 cases, each worth 20 marks.</b> ), <b>10% individual + 10% group</b> ). Students work in groups of four (4) on assigned cases that they have read and prepared ahead of time. Case studies and questions will be posted on <a href="#">iLearn</a> .  Students need to conduct research and apply it to diagnose problem and recommend appropriate evidence-based solutions to complex business problems. Students will be marked on their individual response to questions (10%) as well as their group response (10%) following discussion. There will be 3 in-class assessments each worth 20% in weeks 5, 7 and 9
<b>Type of Collaboration</b>	Individual & Group
<b>Submission</b>	Please refer to the <a href="#">iLearn</a> Unit page. Individual case analysis <b>submit Online via Turnitin</b> - Weeks 5, 7 and 9.
<b>Format</b>	Please refer to the <a href="#">iLearn</a> Unit page.
<b>Length</b>	<b>Group assessment. Total of 1 hour</b> comprising 30 minutes group discussion and 30 minutes group case study response. Hand-written group response to be handed to lecturer before class ends.
<b>Inherent Task Requirements</b>	Physical attendance is required in Seminars in weeks 5, 7 and 9 to complete this task.
<b>Late Submission</b>	No extensions will be granted. Absence without approved " <a href="#">Special Considerations</a> " will be <b>awarded 0 marks</b> .  This penalty does not apply for cases in which an application for <a href="#">Special Consideration</a> is made and approved. Note: applications for <a href="#">Special Consideration Policy</a> must be made within 5 (five) business days of the due date and time.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">New Venture Start-up</a>	40%	Yes	Weeks 2 - Week 12
<a href="#">In-class case study assessment</a>	60%	No	Week 5, 7 and 9

## New Venture Start-up

Due: **Weeks 2 - Week 12**

Weighting: **40%**

**This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)**

### **New Venture Start-up Assessment Summary Task Description**

This assessment comes in two parts. The **first part** is the written report of your business and the **second part** is the pitch presentation 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 & 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 2: 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.

## In-class case study assessment

Due: **Week 5, 7 and 9**

Weighting: **60%**

On successful completion you will be able to:

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

## 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>
Unit web page	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>Number and length of classes: <b>3-hour face</b> to face seminar per week unless indicated otherwise in the unit schedule. Classes may vary due to public holiday(s)</li> <li>This Unit is taught by a mix of <b>lecture-style</b> and <b>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 include in-class case study assessment as well as work on their group project.</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	Unique Marketing Issues Readings: Chapter 8, 9 + 10 + resources on iLearn	Case study assessment 1. In-class and submission via Turnitin.

6	Financial considerations Readings: Chapter 11, 12 + 13 + resources on iLearn	
7	Crafting the Business Plan Readings: Chapter 5 + resources on iLearn	Case study assessment 2. In-class and submission via Turnitin.
	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. In-class and submission via Turnitin.
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	

## 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 and apply them to practical situations.
- 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
- In-class case study assessment

### 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 and apply them to practical situations.
- 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
- In-class case study assessment

## **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 and apply them to practical situations.
- 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
- In-class case study assessment

## **Changes from Previous Offering**

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.