



BUS 827

Entrepreneurship in Business

S1 Day 2019

Department of Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Anna Krzeminska

anna.krzeminska@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:

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

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

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

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

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---|-----------|--------|-------------------|
| <u>New Venture Start-up</u> | 55% | No | Weeks 2 - Week 12 |
| <u>In-class case study assessment</u> | 45% | No | Week 2,4,6 and 10 |

New Venture Start-up

Due: **Weeks 2 - Week 12**

Weighting: **55%**

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: Business Pitch Presentation (25% = Individual mark worth 12.5% + Group mark worth 12.5%): 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.

Part 2: Written report (30% = Individual mark worth 15% + Group mark worth 15%): 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.

Type of Collaboration Individual & Group Submission

Part 1: Business Pitch Presentation due in week 11 has two components. (1) The Pitch presentation will need to be recorded as video by groups and uploaded to YouTube. Please refer to the [iLearn](#) Unit page for more details. (2) In week 12 we will hold a Q&A session.

Part 2: Written report will be submitted via Turnitin link on [iLearn](#)

Format Please refer to the [iLearn](#) Unit page. **Length Part 1: Business Pitch Presentation**

recorded as 15 min video. **Part 2: Written report:** 3000 word limit (+/- 10%), excluding references and appendices. **Inherent Task Requirements** All students need to physically attend seminar in week 12 for the Pitch Presentation Q&A session **Late Submission**

Part 1: Business Pitch Presentation: Absence without approved “Special Considerations” will be awarded 0 marks.

Part 2: Written report: Late Report must also be submitted through Turnitin. No extensions will be granted. There will be a **deduction of 10%** of the total available marks 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%** 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:

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

In-class case study assessment

Due: **Week 2,4,6 and 10**

Weighting: **45%**

In-class Case Study Assessment Summary Task Description

In-class case study assessment (**45% = 3 out of 4 cases x 15% per case, 10% individual + 5% group**). Students work in groups of four (4) on a case study that they have read and prepared ahead of time. Case studies and questions will be posted on [iLearn](#).

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 (5%) following discussion. There will be 4 in-class assessments each worth 15% in weeks 2, 4, 6 and 10 and the best 3 will count towards your final mark. If you miss 1 case study assessment we will count the remaining 3 towards your final mark.

Type of Collaboration Individual & Group **Submission** Please refer to the [iLearn](#) Unit page.

Submit Online via Turnitin- Weeks 2, 4, 6 and 10. **Format**

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

Length Total of 1.5 hrs comprising 30 minutes individual case study assessment, 30 minutes group discussion and 30 minutes group case study response **Inherent Task Requirements**

Physical attendance is required in Seminars in weeks 2,4,6 and 10 to complete this task. **Late Submission**

No extensions will be granted. 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:

- Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.
- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.
- Critically reflect and write on the theory and nature of entrepreneurship and your associated learning experience

Delivery and Resources

| | |
|-----------------------------------|---|
| Required text | <ul style="list-style-type: none">• Scarborough, N and Cornwall, J (2017) Essentials of Entrepreneurship and Small Business Management, Global Edition (8e). Pearson Education Ltd. England. <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: https://ilearn.mq.edu.au/login/ |
| Technology Used and Required | Students will need to be familiar with a web browser to access the unit web page. |
| Delivery Format and Other Details | <ul style="list-style-type: none">• Number and length of classes: 3-hour face to face seminar per week unless indicated otherwise in the unit schedule. Classes may vary due to public holiday(s)• This Unit is taught by a mix of lecture-style and interactive delivery with group discussions. Lectures are used to present concepts, theories and tools to provide the framework to pursue entrepreneurial activities. Class activities will be interactive and include in-class case study assessment as well as work on their group project.• The timetable for classes can be found on the University web site: http://www.timetables.mq.edu.au/ |

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| Recommended readings | <p>Additional readings:</p> <ul style="list-style-type: none"> • Additional required or suggested readings will be made available on iLearn. <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 Business Venturing Insights • Journal of Small Business Management • International Small Business Journal • Small Business Economics <p>Additional relevant resources</p> <ul style="list-style-type: none"> • Global Entrepreneurship Monitor : http://www.gemconsortium.org/ • ABS, Australian: http://www.abs.gov.au • Innovation Australia : http://www.innovation.gov.au/ • Harvard Business school entrepreneurs http://www.hbs.edu/ entrepreneurs/ |
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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 | |
| 2 | Ethics, Social Responsibility and Social Entrepreneurship Readings: Chapter 2 + resources on iLearn | In class case study assessment. |
| 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 case study assessment. |
| 5 | Crafting the Business Plan Readings: Chapter 5 + resources on iLearn | |
| 6 | Unique Marketing Issues Readings: Chapter 8, 9 + 10 + resources on iLearn | In class case study assessment. |
| 7 | Financial considerations Readings: Chapter 11, 12 + 13 + resources on iLearn | |
| | Mid-session break | |
| | 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 | |
| 10 | Growing your enterprise and team & Global aspects Readings: Chapter 15 + 16 + resources on iLearn | In class case study assessment. |

| | | |
|----|---|---------------------------------------|
| 11 | No class as teams are recording their pitch presentation assessment | |
| 12 | Pitch presentation Q&A | |
| 13 | Revisions, reflections and final Q&As | |
| 14 | | Team Business Plan written report due |

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

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Recognise and communicate the economic, technological, societal, and global dimensions of entrepreneurship.
- Identify and explain a range of concepts, models and approaches that represent the theory of entrepreneurship and apply them to practical situations.

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

Assessment tasks

- New Venture Start-up
- 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

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

Assessment tasks

- New Venture Start-up
- 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

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

- New Venture Start-up
- In-class case study assessment

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.

Changes since First Published

| Date | Description |
|------------|------------------------|
| 25/02/2019 | no significant changes |