



MECO830

Creative Entrepreneurship

S2 Day 2019

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

Professor Kathryn Millard

kathryn.millard@mq.edu.au

Contact via kathryn.millard@mq.edu.au

10HA 159

To be Advised in Week 1

Details of additional staff will be announced on iLearn in Week 1

Credit points

4

Prerequisites

Admission to MCreIndMFJ or MCrMedia or MCrInd or MFJ or MMedia or MCreIndMMedia

Corequisites

Co-badged status

Unit description

This unit examines collaborative modes of production and models of entrepreneurship for creative media through critical readings and the study of in-depth case-studies. It considers models from artist-run spaces and studios through to creative industry practices.

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 a range of practices in creative entrepreneurship

Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices

Present a proposal for a creative media or future journalism project, product or service

Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques

Identify the major themes, issues and debates relating to entrepreneurship in the

creative and media industries

General Assessment Information

Online Submission

In this course, all final assessments will be submitted via **Turnitin**.

Each student should submit a PDF copy of the slides for the group work in Assignment 2

USB Memory Stick delivery

Please note that, in addition, each project group will be required to deliver one Mac-compatible USB memory stick with their slides for their Demo Day presentation to the course's technical officer in advance. The deadline is the same as the final deadline for this assignment. That is, 5.00 p.m. 7/10/19.

Details of who to provide the USB memory stick to and when will be available on iLearn.

Late Submission

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply - two (2) marks out of 100 will be deducted per day for assignments submitted after the due date - and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline.

Feedback

Feedback in this course will be provided in the following ways.

Informal

- Comments from the unit convenor in seminars and online discussion
- Through the 'announcement' function in iLearn, if there are points of relevance to everyone.
- Interactions with peers in activities.
- Personal reflections on learning during the course.

Individual

- In email communication with individual students by the convenor in response to questions about class activities
- In face-to-face discussions or individual appointments with students when requested

Formal

- General comments, rubrics and comments attached to assignments marked in **Turnitin**
- Marks are made available through the Gradebook function in iLearn

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Creative Start-Ups Dossier</u>	40%	No	5.00 p.m. 9/9/19
<u>Demo Day</u>	60%	No	5.00 p.m. 7/10/19

Creative Start-Ups Dossier

Due: **5.00 p.m. 9/9/19**

Weighting: **40%**

Please write up your account of the course weekly readings/viewings/exercises from Seminars 2-5 in a Creative Start-Ups Dossier. Each entry should be approximately 500 words including any links. The Dossier can be presented as a PDF with a link to a blog OR a written document.

This assignment will be discussed in Week 1.

Assessment Criteria

- Evidence of research in the field of creative media
- Critical engagement with the course materials
- Clarity of expression and level of presentation.

For a full assessment rubric, please refer to iLearn.

Students will be provided with examples of relevant assessment tasks in seminars.

On successful completion you will be able to:

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Demo Day

Due: **5.00 p.m. 7/10/19**

Weighting: **60%**

Assessment Outline

This is a group assignment with an additional individual component.

You will work in groups of 5-6 students. As a group, make a 12 minute presentation on your concept for a new creative project or service e.g. a app, a film, a music recording, a website, an event. Please incorporate support materials (e.g. slides, video trailers, recordings, rough sketches, designs or prototypes) as appropriate.

Assessment Criteria

Group (30%)

- Evidence that your Demo Day project concept combines ideas from more than one creative field
- Level of innovation
- Evidence of openness to group skills, resources, contacts and opportunities
- Organisation, design and flow of group presentation

Individual (30%)

While you will work in groups of 5-6, your individual contribution to the group is assessed independently.

Individually, please write up a 1000 word account documenting and reflecting on your contribution to the group project. What were some of the challenges and opportunities involved in developing your idea and working collaboratively?

- Evidence of application of key concepts in creative entrepreneurship and start-up thinking in the arts.
- Analysis of creativity techniques utilised in developing Demo Day concept.
- Discussion of your contribution and collaborative dynamics in Start-Up project team.

For a full assessment rubric, please refer to iLearn.

Students will be provided with examples of relevant assessment tasks in seminars.

On successful completion you will be able to:

- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
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Delivery and Resources

Delivery Mode

Students in this unit attend seminars that involve in-class exercises, discussion and group-work.

Seminar Times

Seminars begin in Week 1.

Thursdays 3.00-6.00. Weeks 1 and 3- 9 of the semester. Please check the dates at MQ timetables site <https://timetables.mq.edu.au/2017>

Attendance

Students are expected to attend all seminars for MECO 830. Seminars deliver important content and activities and are a central component of meeting the learning outcomes in this unit. You will have the opportunity to ask for assistance from the convenor and to exchange information with your peers. Not attending seminars will likely jeopardise your performance in this unit.

Technologies

This unit requires the use of a computer or tablet.

Each group will need a Mac-compatible USB memory stick for their Demo Day presentation.

Required Readings and Viewing

The readings for this unit may be accessed through the **Leganto** link in **iLearn**.

Given the emphasis on creative production, recommended viewing in the form of links to key websites or on-line productions and resources will also be provided. These links will be available at the iLearn site for this unit.

Students are expected to read and view all the required materials before each seminar and be ready to contribute to discussion and activities.

Unit Schedule

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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

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 - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Analyse a range of practices in creative entrepreneurship
- Present a proposal for a creative media or future journalism project, product or service
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day

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

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Present a proposal for a creative media or future journalism project, product or service
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day

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

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day

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

- Analyse a range of practices in creative entrepreneurship
- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Apply creativity techniques at both an individual and a group level, including the use of idea generation techniques
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Present a proposal for a creative media or future journalism project, product or service

Assessment task

- Demo Day

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Synthesise critical and creative approaches to contemporary issues in creative media and future journalism collaboration practices
- Identify the major themes, issues and debates relating to entrepreneurship in the creative and media industries

Assessment tasks

- Creative Start-Ups Dossier
- Demo Day

Changes since First Published

Date	Description
16/07/2019	Hi Sarah, I've changed the Demo Day assessment back to the original approved Unit Guide. Apologies for having to look at this again - I went to the iLearn drop-in session for help setting up grade book. We found a typo in the Unit guide - an assessment date- but accidentally introduced this error. Thanks. Kathryn