



# MGMT311

## Entrepreneurship Project

S1 Day 2019

*Department of Management*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Unit Schedule</u>	5
<u>Learning and Teaching Activities</u>	6
<u>Policies and Procedures</u>	6
<u>Graduate Capabilities</u>	7

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## General Information

Unit convenor and teaching staff

Lecturer and convenor

Erik Lundmark

[erik.lundmark@mq.edu.au](mailto:erik.lundmark@mq.edu.au)

Contact via Email

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

Credit points

3

Prerequisites

(42cp at 100 level or above) including BBA350

Corequisites

MKTG312 and MGMT304

Co-badged status

Unit description

This unit is the Capstone for the Entrepreneurship major. It integrates knowledge acquired throughout the program, and looks at how theory is dealt with in practice. By focusing on contemporary challenges facing entrepreneurs, students will synthesise and apply their acquired knowledge to real-world scenarios such as managing start-up ventures. The unit will develop students' abilities to endorse appropriate business models and strategies to create and realise opportunities beyond the university setting.

## 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:

Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.

Critically evaluate and apply entrepreneurship theory to real-world scenarios.

Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Case Study</a>	40%	No	Mid-semester & Week 13
<a href="#">Entrepreneurship Project</a>	60%	No	Week 7, 8, 12 & 13

### Case Study

Due: **Mid-semester & Week 13**

Weighting: **40%**

**Case Study Assessment Summary Task Description** This assignment will cover material throughout the unit. It will require a thorough written response to specific questions. The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources. **Type of Collaboration** Individual **Submission** Please Submit Via Turnitin Link on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit page **Length** Total of 2000 words expected **Inherent Task Requirements** None **Late Submission** Late tasks must also be submitted through Turnitin. No extensions will be granted for the mid-semester submission. However, for the week 13 submission a one week extension may be granted. There will be a deduction of 10% made from the 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.

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:

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.

### Entrepreneurship Project

Due: **Week 7, 8, 12 & 13**

Weighting: **60%**

**Entrepreneurship Project Assessment Summary Task Description** The entrepreneurship project requires student groups to develop, document and orally present an authentic entrepreneurial solution to an entrepreneurial challenge presented by a partner organisation (e.g. a business, a patent holder or a not-for profit organisation). The entrepreneurship project solution should address all relevant stakeholders needed to realise the project. In addition, this assignment requires each individual student to demonstrate how the entrepreneurship project

has progressed and contributed to learning and development. This is done through submitting reflective project diary as well as a reflective evaluation of the project.

- The entrepreneurship solution (both written documentation and oral presentation) is marked on a group basis (a total weight 30% of total unit marks).
- There is also an individual component to the oral presentation, where each individual student is marked based on presentation skills (a total weight of 10% of total unit marks).
- The individual student diary and reflective evaluation is marked individually (a total weight of 20% of total unit marks).

**Type of Collaboration** Group & Individual **Submission** Presentations In Class. Please Submit Written Components of the Project Via Turnitin Link on [iLearn](#). **Format** Please refer to the [iLearn](#) Unit page **Length** Please refer to the [iLearn](#) Unit page **Inherent Task Requirements** **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 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% 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:

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.
- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

## Delivery and Resources

<b>Required text</b>	There is no specified textbook, but extensive required readings will be available via iLearn.
<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>	Access to a personal computer is required to access iLearn; students are required to use word processing and Turnitin for submitting assignments. You will need to bring a WiFi enabled device to every class to use in student centred, problem based learning activities and for access to online analytical tools.
<b>Delivery Format and Other Details</b>	<ul style="list-style-type: none"> <li>• Number and length of classes: <b>3-hour block seminar</b> unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)</li> <li>• The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li> </ul>
<b>Recommended readings</b>	

# Unit Schedule

## Weekly Curriculum MGMT311

This table is only indicative. Topics may vary depending on public holidays and the order of topics and topics themselves may shift to better fit assignments, cases and industry partners for each semester.

Week	Topic Name
1	Introduction to Entrepreneurship Project
2	Coopetition & Teams
3	Entrepreneurship Challenge
4	Markets and Industries
5	The Business Canvas & Blue Oceans
6	Customer and Stakeholder Discovery
7	Coaching Sessions
	<i>Mid-Semester Break</i>
8	Project Development/Industry Engagement
9	Resources and Capabilities
10	Communication and Pitching
11	Draft Pitches

12	Final Pitch
13	Review, Reflection & Evaluation

## Learning and Teaching Activities

### Active learning

This unit is taught using lectures and a combination of student presentations, video presentations and discussions. Students are expected to read prescribed text chapters before lectures, attend lectures, join in discussions and complete all assessments. Reflection is crucial to integrating unit material. Therefore active participation in discussions and exercises is of great importance not only to the participating student but to the whole class.

### 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](mailto: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](mailto: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

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

## Learning outcome

- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

## Assessment task

- Entrepreneurship Project

## 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

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.
- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

## Assessment tasks

- Case Study
- Entrepreneurship Project

## 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

- Integrate, synthesise and reflect on relevant theory from disciplines such as management, marketing and finance and apply to the entrepreneurship context.
- Critically evaluate and apply entrepreneurship theory to real-world scenarios.



- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

## **Assessment tasks**

- Case Study
- Entrepreneurship Project

## **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 outcome**

- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

### **Assessment task**

- Entrepreneurship Project

## **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 outcome**

- Collaborate effectively with a team to develop and pitch a solution to an entrepreneurial business challenge.

### **Assessment tasks**

- Case Study
- Entrepreneurship Project