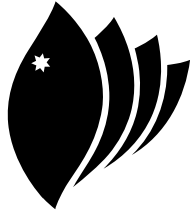


MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**BUS827**

**ENTREPRENEURSHIP AND BUSINESS  
STRATEGY**

**Semester 1, 2012**

*Department of Marketing & Management*

**MACQUARIE UNIVERSITY**  
**FACULTY OF BUSINESS AND ECONOMICS**  
**UNIT GUIDE**

**Year and Semester:** Semester 1, 2012

**Unit Convenor:** Dr Peter McGraw

**Prerequisites:** Students enrolling in this unit should be familiar with basic accounting, finance, marketing and general business concepts.

**Not to be counted with:** ACCG827, INOV827

**Credit points:** Four

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult the teaching staff in the unit.

#### **ABOUT THIS UNIT**

Entrepreneurship and Business Strategy (BUS827) is a postgraduate unit offered by the Business and Economics Graduate Centre (BEGC) as part of the Master of Commerce and Master of International Business programs. 4 credit points will be awarded to students who successfully complete this unit.

The purpose of this unit is to provide students with an understanding of the process that an entrepreneur employs to develop an idea into an opportunity and then into a thriving, valuable business. We will see how the application of sound principles of business strategy underpins the entrepreneurial process and is critical in achieving a successful outcome. Successful completion of this unit will provide students with knowledge and tools that will support you in your own entrepreneurial endeavours or equip you to contribute as part of an entrepreneurial team.

- **Skill Development:** Students will practise cognitive, interactive, and teamwork skills including analysis, synthesis, evaluation, reflection, critical thinking, problem-solving, critiquing, and communicating.
- **Creativity and Innovation:** The contribution of innovation and the creative process in entrepreneurship will be recurring themes throughout the course.
- **Venture Creation:** Students will learn the conceptual model for the entrepreneurial process of launching successful new ventures.

## TEACHING STAFF

- **Convenor** Dr Peter McGraw  
**Email:** peter.mcgraw@mq.edu.au
- **Lecturer:** Brenton Price  
**Email:** brenton.price@mq.edu.au

## CONSULTATION TIMES

- Consultation time: pre-arranged appointment by email  
Consultation Venue: E4B-104
- You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.
- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## CLASSES

### Tuesday 6pm – 9pm E5A 120 Tutorial Rm

- BUS827 incorporates the lecture and tutorial in one 3-hour session, classes may move between lecture and tutorial elements (including student presentations) in order to break-up the class and ensure an optimal learning environment.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Attendance will be taken in the weekly classes. Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Warning: You must attend at least 10 of the 12 weekly classes – failure to do so may affect your learning outcomes and performance in this Unit.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required. Students who disturb or disrupt in lectures and tutorial class will be asked to leave.

- Mobile phone must be turned OFF.

#### PRIZES

- None

#### REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text:

**Barringer, Bruce R and Duane, Ireland 2010, *Entrepreneurship: successfully launching new ventures*, 4th ed, Prentice Hall, Boston.**

This text is available for purchase at the Macquarie University Co-Op Bookshop. Additional readings and other materials, including powerpoint slides for each lecture, will be placed on the unit webpage.

#### TECHNOLOGY USED AND REQUIRED

- Students are required to learn how to use power point, word processing & iLearn course website.

#### UNIT WEB PAGE

The web page for this unit can be found at: <http://ilearn.mq.edu.au>

#### LEARNING OUTCOMES

The learning outcomes of this unit are:

1. Apply the entrepreneurial process model to analyse entrepreneurs' venture creation.
2. Understand and practise idea generation and screening including opportunity analysis trends, feasibility and competitive analysis.
3. Understand the process how to write up feasibility analysis and business plan to launch the new venture successfully.
4. Understand the basics of entrepreneurial finance: raising funds, growth financing, financial evaluation of opportunities, and acquisition financing.
5. Comprehend the issues and tasks involved in setting up a venture, marketing and financing the venture, and evaluating venture performance for growth and sustainability.

## GRADUATE CAPABILITIES

Business management graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability number 2, 4 and 5 below (*italicised*).

1. Gain an understanding of the economic, technological, societal, and global dimensions of entrepreneurship.
2. *Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship.*
3. Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures.
4. *Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization.*
5. Know how resources can be maximized for both personal and corporate ventures.
6. *Consider how to monitor venture performance, manage growth, and sustain organisations.*

In addition to the discipline based learning objectives above, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 1, 2, 3 and 4 below (*italicised*).

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. *Effective Communication*
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

## TEACHING AND LEARNING STRATEGY

- The unit is taught by lectures and tutorial activities with group discussions.

- Normally, there will be a lecture at the beginning of each class that will be used to present new concepts and tools that will contribute to students' understanding of the subject area and assist you to complete assessment tasks. These lectures will be interactive and will use real life examples where possible. In order to prepare for these lectures, students are required to complete the chapter reading in the textbook in advance. These readings are set out in the week-by-week timetable that can be found in this section.
- A detailed weekly schedule of the Course is as follows:

## Weekly Schedule

Week	Date	Lecture Topic	Tutorial / Assessment
1	28 Feb	Introduction to Entrepreneurship Ch 1	Unit Overview
2	6 March	Recognising opportunities and Generating Ideas Ch 2	Intro. Feasibility Analysis Template YOU BE THE VC 1.2 Company: Songkick (www.songkick.com)
3	13 March	Feasibility Analysis Ch 3	YOU BE THE VC 3.1 Company: InstyMeds (www.instymeds.com)
4	20 March	Writing a Business Plan Ch 4	<b>A2 In Class Quiz (40x MCQ – 10%)</b>
5	27 March	Industry and Competitor Analysis Ch 5	<b>Australian Case Study - Flipsters</b> YOU BE THE VC 5.1 Company: Xeros (www.xerosltd.com)
6	3 April	Developing an Effective Business Model and Building a New- Venture Team Ch 6 & 9	<b>A1 (Group) Preliminary feasibility report (6 pages) (5%)</b>  YOU BE THE VC 6.1 Company: GroupMe (www.groupme.com)
<b>Mid Semester Break 9 April- 20 April</b>			
7	24 April	Preparing a Proper Ethical and Legal Foundation Ch 7	<b>Australian Case Study - Freestyler Guest Entrepreneur</b>  <b>A3 (Individual) Analysis Report on Chosen Entrepreneur (25%)</b>
8	1 May	Assessing a New Venture's Financial Strength and Viability Ch 8	<b>Workshop – Group Discussions</b>
9	8 May	Getting Funding or Financing Ch 10	Case 10.1 Kickstarter: A New Forum for Raising Seed Capital for For-Profit and Nonprofit Organizations
10	15 May	Unique Marketing Issues Ch11	Case 11.2 Proactiv: How Three Critical Marketing Decisions Shaped a New Venture's Future
11	22 May	The Importance of Intellectual Property Ch 12	<b>A1(Group) Full Feasibility Analysis Report (15%)</b> <b>Presentations (10%) Wk11 - 13</b>
12	29 May	Preparing For and Evaluating the Challenges of Growth and Strategies for Firm Growth Ch 13-15	<b>Presentations cont. (10%) Wk11 - 13</b>
13	5 June	Course Revision and Exam Prep	<b>Presentations cont. (10%) Wk11 - 13</b>

- Students will be placed into groups (at the beginning of the course. Groups will work together to complete the group assignment. This group assignment will concentrate on implementing a small number of the key tools discussed during the course. The second part of some classes will be used to allow groups to work on some particularly critical parts of their group assignments.

## RESEARCH AND PRACTICE

- Useful websites for research in this course:

### **Australian Government Initiative**

<http://www.business.gov.au/Pages/default.aspx> offers you simple and convenient access to all the government information, forms and services you need. It's a whole-of-government service providing essential information on planning, starting and growing your business.

### **Australian Industry InnovationXchange Network** <http://innovationxchange.com.au>

A collaborative website that seeks to address the important issues of innovation. It is an initiative of the Australian Industry Group.

### **Business Entry Point** <http://www.business.gov.au>

A Commonwealth government initiative that makes it easy to search and deal with all levels of government including 50 Commonwealth government agencies, 100 state agencies and 125 industry associations.

### **All Business Network** <http://www.all-biz.com>

An in-depth source of information for people who are already in business and for those just starting out. Navigation is easy and many links are included. Good bibliography of print publications.

### **AVCAL** <http://avcal.com.au>

Australian Venture Capital Association Limited

### **Baker Library, Harvard Business School** <http://www.library.hbs.edu>

The Baker Library Web site contains a wealth of information about publications on a wide range of business topics. The Bibliographies and Guides section contains an extensive, annotated bibliography of books, serial publications, and Web sites on small business and high growth companies. Other annotated bibliographies help users find company, industry, and financial services information sources.

### **Bread TV** <http://www.breadtv.com.au>

Bread TV is an Australian lifestyle TV show showcasing small business using real life case studies about the trials and tribulations of running a small business. The website provides deeper content around the stories and features practical, hands-on business advice.



**Business Owners Toolkit. Riverwood, IL: CCH, Inc. <http://www.toolkit.cch.com>**

Features advice from the SOHO Guidebook, as well as a collection of business forms and selected current news of interest to small business owners. They also have a fee based premium service that allows you to search proprietary databases.

**Business Resource Center <http://www.morebusiness>**

A very thorough site that offers tips for getting started, advice, a free newsletter, weekly business tips, marketing tips, management center, financing guide, legal clinic, profitability tips, information about upcoming trade shows, tax talk, and other business links.

**Business Week Enterprise. New York: Business Week.**

<http://www.businessweek.com/smallbiz>

Features news, article archives, and resources for finance, technology, market research, staff and benefits, travel, and more. Some features are unique to *Business Week*, with others the partner with other information providers such as the Business Owners Toolkit, DRI/McGraw Hill, and Standard & Poors.

**Career Leader™ <http://www.careerdiscovery.com/hbsp>**

Career Leader™ is a fully integrated approach to business career self-assessment developed by Dr. James Waldroop and Timothy Butler, Directors of MBA Career Development Programs at Harvard Business School.

**CEOExpress <http://www.ceoexpress.com>**

Based on the principle that 80% of the useful information on the Internet comes from a small percentage of the Web sites, CEOExpress was designed to provide links to the best

business sites for targeted business applications and research. Not just for entrepreneurs, this site contains the bookmarks for the best business information sites. Updated daily.

**Edward Lowe Foundation/Small Biz Net <http://www.lowe.org>**

Sponsored by the Edward Lowe Foundation, this Web site offers features such as current small business news, seminars, current events, digital library, Edge Online, and the small

biznet exchange. Includes links to government & private sites.

**Entre World. Kansas City, MO: Ewing Marion Kauffman Foundation Center For Entrepreneurial Leadership Inc. <http://www.entreworld.org>**

This Web site gives advice on starting and running your business; includes service directories and useful links for small businesses.

**Entreprize Competition <http://www.enterprize.uq.edu.au/index.html>**

University of Queensland Business School's Enterprize Competition is open to all entrepreneurs with a business idea that is ready to launch. Enterprize provides seed

capital to promising start-up companies and gives participants the opportunity to have their business plan reviewed by potential investors. Fostering networking with venture capitalists and business angels, it could be the perfect launch-pad for your new venture.

**FinanceHub** <http://www.financehub.com>

Finance Hub offers many options for seekers of venture capital and investors. Includes information on venture capital companies, law advice, banking information, and articles on how to obtain venture capital. Entrepreneurs can list their companies for free in the Finance Hub database.

**The Foundation for Enterprise Development** <http://www.fed.org>

The Foundation for Enterprise Development is a non-profit organization that provides equity compensation and employee ownership strategies to thousands of entrepreneurs and key executives worldwide. The site has an array of useful links and tools of interest to anyone interested in starting their own business.

**Garage.com** <http://www.garage.com>

It provides assistance and advice to entrepreneurs to help them obtain seed level financing. Identifies and pre-screens high quality investment opportunities matched to investors' identified interests.

**MIT Enterprise Forum** <http://www.mit-forum-cambridge.org>

Over the past twenty years, the MIT Enterprise Forum of Cambridge has assisted approximately 1,000 companies in a variety of ways — helping them to make their business plans more attractive to financial resources, build management teams, focus on specific markets, develop strategic alliances, and providing education programs.

**Bplans.com** <http://www.bplans.com>

Palo Alto Software publishes the market leading business plan software, and also has an excellent free information site at Bplans.com — you can find out about the software behind it all here.

**Quicken: Small Business. Intuit, Inc.**

[http://www.quicken.com/small\\_business](http://www.quicken.com/small_business)

Includes news and trends, advice, chat rooms, and questions and answers. Lets you customize the site with industry news.

**The Small Business Advisor** <http://www.isquare.com>

Site includes articles of interest to small business. Topics include: operations, marketing, selling, legal issues, and customers. Site also has books for sale, daily marketing tips, tax hints, a glossary, and a list of small business associations.

**Entrepreneur.Com** <http://entrepreneur.com>

This website contains more than 30,000 pages of small business content with 33 industry experts who will answer user questions and conduct hosted chats on a wide variety of topics. The site also includes 11 databases to help users to locate anything from banks to business opportunities, and services such as a barter network, business financing, lawyers, personnel, and Web developers.

**Small Business Administration. Washington, DC: U.S. Small Business Administration.** <http://www.sbaonline.sba.gov>

The Small Business Administration's home page provides information on starting, financing, and expanding a business, and includes an extensive list of great business hot-links and a library of business shareware.

**Small Business Centre** <http://smallbusiness.ninemsn.com.au>

From the Channel Nine stable of webpages that run complementary to current television shows, the Small Business Centre offers practical advice, tools and services for small business operators.

**Smallbusiness.gov.au** <http://www.smallbusiness.gov.au>

A useful online directory of small business information provided by various Australian government departments and agencies

**LIST OF USEFUL WEB SITES IN ENTREPRENEURSHIP**

**Entrepreneurship-Focused Periodicals**

<i>Periodical</i>	<b>Web Site Address</b>
Entrepreneur	www.entrepreneur.com
Fast Company	www.fastcompany.com
Fortune Small Business	http://money.cnn.com/smallbusiness/
Home Business Magazine	www.homebusinessmag.com/
Inc.	www.inc.com
Industry Week	www.industryweek.com/
Minority Business Entrepreneur	www.mbemag.com
MIT Technology Review	www.technologyreview.com
San Jose Mercury News	www.mercurynews.com/
Small Business Opportunities	www.sbmag.com
The Wall Street Journal	www.wsj.com
Wired	www.wired.com

***Entrepreneurship-Focused Web Sites (general information)***

<b>Web Site</b>	<b>Web Site Address</b>
All Business	<a href="http://www.allbusiness.com">www.allbusiness.com</a>
BizStats.com	<a href="http://www.bizstats.com">www.bizstats.com</a>
BusinessFinance.com	<a href="http://www.businessfinance.com">www.businessfinance.com</a>
Business Owner's Toolkit	<a href="http://www.toolkit.cch.com">www.toolkit.cch.com</a>
Business Resource Center	<a href="http://www.morebusiness.com">www.morebusiness.com</a>
Businessweek Small Business	<a href="http://www.businessweek.com/smallbiz">www.businessweek.com/smallbiz</a>
Center for Women's Business Research	<a href="http://www.womensbusinessresearch.org">www.womensbusinessresearch.org</a>
Edward Lowe Peerspectives	<a href="http://www.peerspectives.org">www.peerspectives.org</a>
EntreWorld	<a href="http://www.entrepreneurship.org/">www.entrepreneurship.org/</a>
Entrepreneurship Education on the Web	<a href="http://eweb.slu.edu">http://eweb.slu.edu</a>
Global Entrepreneurship Monitor	<a href="http://www.gemconsortium.org">www.gemconsortium.org</a>
Harvard Business School Entrepreneurs	<a href="http://www.hbs.edu/entrepreneurs">www.hbs.edu/entrepreneurs</a>
Idea Café	<a href="http://www.businessownersideacafe.com">www.businessownersideacafe.com</a>
Making It!	<a href="http://www.makingit.tv">www.makingit.tv</a>
National Federation of Independent Businesses	<a href="http://www.nfib.com">www.nfib.com</a>
Red Herring	<a href="http://www.redherring.com">www.redherring.com</a>
SEC Filings	<a href="http://www.sec.gov/edgar.shtml">www.sec.gov/edgar.shtml</a>
Small Business Advisor	<a href="http://www.isquare.com">www.isquare.com</a>
Small Business Resources	<a href="http://www.smallbusinessresources.com">www.smallbusinessresources.com</a>
Small Business Trends	<a href="http://www.smallbiztrends.com">www.smallbiztrends.com</a>
Startuppping	<a href="http://www.startuppping.com">www.startuppping.com</a>
STVP Educators Corner (Stanford)	<a href="http://edcorner.stanford.edu">http://edcorner.stanford.edu</a>
The Wall Street Journal Small Business	<a href="http://www.startupjournal.com">www.startupjournal.com</a>
U.S. Small Business Administration	<a href="http://www.sba.gov">www.sba.gov</a>
Yahoo! Industry Center	<a href="http://biz.yahoo.com/ic/index.html">http://biz.yahoo.com/ic/index.html</a>

***Entrepreneurship-Focused Web Sites (specific information)***

<b>Web Site</b>	<b>Web Site Address</b>
Angel Investor News	<a href="http://www.angel-investor-news.com">www.angel-investor-news.com</a>
BizPlanIt	<a href="http://www.bizplanit.com">www.bizplanit.com</a>
BizStats	<a href="http://www.bizstats.com">www.bizstats.com</a>
Board Member	<a href="http://www.boardmember.com">www.boardmember.com</a>
BPlans	<a href="http://www.bplans.com">www.bplans.com</a>
Business Plan Help Center	<a href="http://www.growthink.com/helpcenter.html">www.growthink.com/helpcenter.html</a>
BusinessFinance.com	<a href="http://www.businessfinance.com">www.businessfinance.com</a>
Center for Business Planning	<a href="http://www.businessplans.org">www.businessplans.org</a>

Center for Rural Entrepreneurship	<a href="http://www.energizingentrepreneurs.org/">http://www.energizingentrepreneurs.org/</a>
Collegiate Entrepreneurs Organization	<a href="http://www.c-e-o.org">www.c-e-o.org</a>
E2 Environmental Entrepreneurship	<a href="http://www.e2.org">www.e2.org</a>
Coolbusinessideas	<a href="http://www.coolbusinessideas.com">www.coolbusinessideas.com</a>
Evan Carmichael	<a href="http://www.evancarmichael.com">www.evancarmichael.com</a>
Fambiz.com (family business)	<a href="http://www.fambiz.com">www.fambiz.com</a>
FindLaw	<a href="http://biz.findlaw.com">http://biz.findlaw.com</a>
Franchise.com	<a href="http://www.franchise.com">www.franchise.com</a>
Franchise Direct	<a href="http://www.franchisedirect.com">www.franchisedirect.com</a>
Franchise Opportunities	<a href="http://www.franchiseopportunities.com/">http://www.franchiseopportunities.com/</a>
Garage Technology Ventures	<a href="http://www.garage.com">www.garage.com</a>
InternetNews.com	<a href="http://www.internetnews.com/bus-news">www.internetnews.com/bus-news</a>
Marketwatch From Dow Jones	<a href="http://www.marketwatch.com">www.marketwatch.com</a>
MegaLaw	<a href="http://www.megalaw.com">www.megalaw.com</a>
Money Tree Report	<a href="http://www.pwcmoneytree.com">www.pwcmoneytree.com</a>
NASDAQ	<a href="http://www.nasdaq.com">www.nasdaq.com</a>
National Business Incubation Association	<a href="http://www.nbia.org">www.nbia.org</a>
National Collegiate Inventors & Innovators Alliance	<a href="http://www.nciia.org">www.nciia.org</a>
National Inventor Fraud Center	<a href="http://www.inventorfraud.com">www.inventorfraud.com</a>
National Venture Capital Association	<a href="http://www.nvca.org">www.nvca.org</a>
SEC Edgar Database	<a href="http://www.sec.gov/edgar.shtml">www.sec.gov/edgar.shtml</a>
Service Corps of Retired Executives	<a href="http://www.score.org">www.score.org</a>
Startup Review	<a href="http://www.startup-review.com">www.startup-review.com</a>
The Capital Connection	<a href="http://www.capital-connection.com">www.capital-connection.com</a>
The Center for Venture Research	<a href="http://www.unh.edu/cvr/">www.unh.edu/cvr/</a>
Tradepub	<a href="http://internet.tradepub.com">http://internet.tradepub.com</a>
U.S. Patent and Trademark Office	<a href="http://www.uspto.gov/">www.uspto.gov/</a>
Valuation Resources	<a href="http://www.valuationresources.com">www.valuationresources.com</a>
Venture Capital Journal	<a href="http://www.vcjnews.com/">www.vcjnews.com/</a>
Venture Reporter	<a href="http://venturereporter.net/">http://venturereporter.net/</a>
Yahoo! Finance	<a href="http://finance.yahoo.com">http://finance.yahoo.com</a>

### *Entrepreneurship-Focused Blogs*

<b>Blog</b>	<b>Web Site Address</b>
A VC—Musings of a VC in NYC	<a href="http://avc.blogs.com">http://avc.blogs.com</a>
Be Excellent	<a href="http://www.sixdisciplines.com/_blog/The_Six_Disciplines_Blog">http://www.sixdisciplines.com/_blog/The_Six_Disciplines_Blog</a>
Bnoopy—An Entrepreneurship Blog	<a href="http://bnoopy.typepad.com">http://bnoopy.typepad.com</a>
Brian Watkins the Extreme Entrepreneur	<a href="http://www.brianwatkins.com/blogs/entrepreneurship">www.brianwatkins.com/blogs/entrepreneurship</a>
Business Opportunity Blog	<a href="http://www.businessopportunity.com">www.businessopportunity.com</a>
Business Opportunities Weblog	<a href="http://www.business-opportunities.biz">www.business-opportunities.biz</a>
Canadian Entrepreneur	<a href="http://canentrepreneur.blogspot.com/">http://canentrepreneur.blogspot.com/</a>
Duct Tape Marketing Blog	<a href="http://www.ducttapemarketing.com">http://www.ducttapemarketing.com</a>
Entrepreneur Magazine	<a href="http://www.entrepreneur.com/blog">www.entrepreneur.com/blog</a>
Entrepreneurs-Journey	<a href="http://www.entrepreneurs-journey.com">www.entrepreneurs-journey.com</a>
Guy Kawasaki's Blog	<a href="http://blog.guykawasaki.com/">http://blog.guykawasaki.com/</a>
Innovation.Net Weblog	<a href="http://venture2.typepad.com/innovationnet">http://venture2.typepad.com/innovationnet</a>
John Battelle's Searchblog	<a href="http://battellemedia.com">http://battellemedia.com</a>
Paul Allen	<a href="http://www.paulallen.net">www.paulallen.net</a>
Redeye VC	<a href="http://redeye.firstround.com">http://redeye.firstround.com</a>
Seth Godin Blog	<a href="http://www.sethgodin.com/sg/">www.sethgodin.com/sg/</a>
Social Entrepreneurship Blog	<a href="http://www.socialroi.com">www.socialroi.com</a>
Start-Up Guide	<a href="http://startupguide.typepad.com">http://startupguide.typepad.com</a>
VentureBeat	<a href="http://www.venturebeat.com">www.venturebeat.com</a>
VentureBlog—A Random Walk Down Sand Hill Road	<a href="http://www.ventureblog.com">www.ventureblog.com</a>
WayTooEarly	<a href="http://waytoearly.firstround.com">http://waytoearly.firstround.com</a>
YoungEntrepreneur	<a href="http://www.youngentrepreneur.com/blog">www.youngentrepreneur.com/blog</a>

### *Entrepreneurship-Focused Podcasts*

<b>Podcast</b>	<b>Web Site Address</b>
Businessweek—Behind This Week's Cover Story	<a href="http://www.businessweek.com/mediacenter/podcasts/cover_stories/current.html">www.businessweek.com/mediacenter/podcasts/cover_stories/current.html</a>
Got Invention Radio Podcast	<a href="http://www.gotinvention.com/">www.gotinvention.com/</a>
HBR Idea Cast	<a href="http://blogs.hbr.org/ideacast/">http://blogs.hbr.org/ideacast/</a>
Mixergy	<a href="http://www.mixergy.com">www.mixergy.com</a>
PRI: Social Entrepreneurship	<a href="http://www.publicbroadcasting.net/pri/jukebox?action=viewPodcast&amp;podcastId=14484">http://www.publicbroadcasting.net/pri/jukebox?action=viewPodcast&amp;podcastId=14484</a>

Stanford Entrepreneurial Thought Leaders	<a href="http://ecorner.stanford.edu/podcasts.html">http://ecorner.stanford.edu/podcasts.html</a>
This Week in Startups	<a href="http://thisweekinstartups.com/">http://thisweekinstartups.com/</a>
This Week in Venture Capital	<a href="http://thisweekin.com/thisweekin-venture-capital/">http://thisweekin.com/thisweekin-venture-capital/</a>

*Entrepreneurship-Focused Scholarly Journals*

<b>Journal</b>	<b>Web Site Address</b>
Entrepreneurship & Regional Development	<a href="http://www.tandf.co.uk/journals/titles/08985626.asp">http://www.tandf.co.uk/journals/titles/08985626.asp</a>
Entrepreneurship Theory & Practice	<a href="http://www.blackwellpublishing.com/journal.asp?ref=1042-2587">www.blackwellpublishing.com/journal.asp?ref=1042-2587</a>
Frontiers of Entrepreneurship Research	<a href="http://www.babson.edu/entrep/fer/">www.babson.edu/entrep/fer/</a>
Journal of Business Venturing	<a href="http://www.sciencedirect.com/science/journal/08839026">www.sciencedirect.com/science/journal/08839026</a>
Journal of Small Business Management	<a href="http://www.icsb.org/jsbm.asp">http://www.icsb.org/jsbm.asp</a>
Journal of Small Business Strategy	<a href="http://www.smallbusinessinstitute.biz/journals/jsbs.html">http://www.smallbusinessinstitute.biz/journals/jsbs.html</a>
Small Business Economics	<a href="http://www.ingenta.com/journals/browse/klu/sbej">http://www.ingenta.com/journals/browse/klu/sbej</a>
Strategic Entrepreneurship Journal	<a href="http://sej.strategicmanagement.net/">http://sej.strategicmanagement.net/</a>
The Journal of Product Innovation Management	<a href="http://www.blackwellpublishing.com/journal.asp?ref=0737-6782">http://www.blackwellpublishing.com/journal.asp?ref=0737-6782</a>
Venture Capital	<a href="http://www.tandf.co.uk/journals/titles/13691066.asp">http://www.tandf.co.uk/journals/titles/13691066.asp</a>

## **Company Information**

<b>Web Site</b>	<b>Web Site Address</b>
Annual Report Service	<a href="http://www.annualreportservice.com">www.annualreportservice.com</a>
CEO Express	<a href="http://www.ceoexpress.com">www.ceoexpress.com</a>
BRINT	<a href="http://www.brint.com">www.brint.com</a>
Business Wire	<a href="http://www.businesswire.com">www.businesswire.com</a>
Hoover's Online	<a href="http://www.hoovers.com">www.hoovers.com</a>
PR Newswire	<a href="http://www.prnewswire.com">www.prnewswire.com</a>
The Wall Street Journal	<a href="http://www.wsj.com">www.wsj.com</a>

## **Terms, Financial Ratios, and Encyclopedia-Related Material**

<b>Web Site</b>	<b>Web Site Address</b>
About (entrepreneurship terms)	<a href="http://entrepreneurs.about.com/cs/generalresources/a/glossaryindex.htm">http://entrepreneurs.about.com/cs/generalresources/a/glossaryindex.htm</a>
BNET	<a href="http://www.findarticles.com/">http://www.findarticles.com/</a>
Federal Reserve Bank of San Francisco (economic terms)	<a href="http://www.frbsf.org/tools/glossary/glossReg.html">www.frbsf.org/tools/glossary/glossReg.html</a>
How Stuff Works (learn how stuff works)	<a href="http://www.howstuffworks.com/">www.howstuffworks.com/</a>
InvestorTerms (investment dictionary)	<a href="http://www.investorterms.com">www.investorterms.com</a>
InvestorWords (investment dictionary)	<a href="http://www.investorwords.com/">www.investorwords.com/</a>
Investopedia (financial ratios)	<a href="http://www.investopedia.com/dictionary/">www.investopedia.com/dictionary/</a>
Marketing Terms.com (marketing terms)	<a href="http://www.marketingterms.com/">www.marketingterms.com/</a>
Raymond James (investment terms)	<a href="http://www.raymondjames.com/gloss.htm">www.raymondjames.com/gloss.htm</a>
Wikipedia Encyclopedia	<a href="http://www.wikipedia.com/">www.wikipedia.com/</a>

## **RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

### **ASSESSMENTS**

In order to pass this Course, students must:

- a) Attempt ALL assessment tasks as given below; and
- b) Attain an overall composite pass mark of 50%.

The purpose of the assessment tasks is to demonstrate that students have met the learning objectives as set out above. The following table describes the relationship between the assessment tasks and the learning outcomes.



<b>Assessment Task</b>	<b>Assessment 1(Group)</b> Full Feasibility Analysis / Business Plan Report (15% & 5%) and Presentation (10%)	<b>Assessment 2 (Individual)</b> In Class Test (10%)	<b>Assessment 3. (Individual)</b> Analysis Report on Chosen Entrepreneur (25%)	<b>Assessment 4</b> Final Exam (35%)	<b>Total (100%)</b>
<b>Description</b>	Successful entrepreneurs are able to build teams and work well within them. This group assignment provides students with the opportunity to work in a team environment while at the same time delivering the key elements of a feasibility analysis report	40x MCQ – Wk4	You are required to do research on the chosen entrepreneur that you would like to study and his/her related companies. You have to write a concise, clear and well edited report with your findings and recommend solution for major company issues related to venture creation.	The <b>final exam</b> will consist of: <ul style="list-style-type: none"> <li>• 30x MCQ</li> <li>• 3x from 5 Short answer questions.</li> </ul>	
<b>Due date</b>	Group report due on Week 11 and group presentation between Week 11 and 13	Wk 4 (10%). This is an early warning assessment event	Individual report due on Wk 7	Exam period	
<b>Marking criteria/standards &amp; expectations</b>	Each group member should participate equally and enthusiastically towards the final write-up of the group report and group presentation. A preliminary feasibility report (max. 6 pages) will be submitted in class Wk 6. Final write-up of the full feasibility analysis is to be	Quiz 1 – Covers Wks 1 to 4	The 3,000 word limit includes all sections except the Executive Summary (maximum ONE page), Contents Page and the Reference List at the end of the report.		

<b>Assessment Task</b>	<b>Assessment 1(Group)</b> Full Feasibility Analysis / Business Plan Report (15% & 5%) and Presentation (10%)	<b>Assessment 2 (Individual)</b> In Class Test (10%)	<b>Assessment 3. (Individual) Analysis</b> Report on Chosen Entrepreneur (25%)	<b>Assessment 4</b> Final Exam (35%)	<b>Total (100%)</b>
	uploaded onto the course ilearn turnitin link and a hard copy in class Wk 10. Group presentation will be allocated to present between Week 11 and 13. Individual presentation mark will be given according to his/her thorough preparation for presentation ( <b>25 minutes</b> ).				
Submission method	Via Turnitin and in class to lecturer	In class	Via Turnitin and in class to lecturer		
Feedback	Written feedback will be given on the report and verbal feedback will be provided interactively during presentation.	.	Written feedback will be given on the report.		
Estimated student workload (hours)	20 hours	20 hours	20 hours	20 hours	80 hrs
<b>Learning outcomes assessed:</b>					
1			Yes	Yes	

<b>Assessment Task</b>	<b>Assessment 1(Group)</b> Full Feasibility Analysis / Business Plan Report (15% & 5%) and Presentation (10%)	<b>Assessment 2 (Individual)</b> In Class Test (10%)	<b>Assessment 3.</b> <b>(Individual)</b> Analysis Report on Chosen Entrepreneur (25%)	<b>Assessment 4</b> Final Exam (35%)	<b>Total</b> <b>(100%)</b>
2.	Yes	Yes		Yes	
3.	Yes	Yes		Yes	
4.		Yes	Yes	Yes	
<b>Graduate capabilities assessed:</b>					
1.		Yes	Yes		
2.			Yes	Yes	
3.	Yes				
4.	Yes	Yes	Yes	Yes	
<b>Total</b>	30%	10%	25%	35%	100%

- Students must attend at least 10 of the 13 sessions – failure to do so will lead to major deduction of group-work contribution.
- ALL students participating in group work and must contribute equally. Any student failing to do so (based on peer review) will receive a reduced mark based on their contribution. All teams are required to prepare a team charter which confirms their agreement to the terms outlined.
- Students may only sit for the 2x in class quizzes once. Failure to sit for a test will result in a zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).
- Late submissions (over 24 hours) will be penalised at 10% of the grade per day. No marks will be awarded if submissions are received after 5x calendar days.

## Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations <http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official

examination period. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:  
<http://www.mq.edu.au/policy/docs/examination/policy.htm>

## **ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at  
[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## **GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction  
D - Distinction  
CR - Credit  
P - Pass  
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:  
<http://www.mq.edu.au/policy/docs/grading/policy.html>

## **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals).

### **SPECIAL CONSIDERATION**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

### **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

### **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.