

UniSA BUSS 5298 ENTREPRENEURIAL FOUNDATIONS – ON LINE ACTIVITY SCHEDULE

Session Schedule SP1 2009, Class 1044

Week starting	Content	Deadlines	Exercises Requiring Comments on the Discussion Forum that can be accessed from the course homepage, or from the course teaching website.		
Monday 9 February	Session 1: Entrepreneurship and innovation <ul style="list-style-type: none"> • Introduction to the course • Entrepreneurship • Innovation 		1-1	1-2	1-3
16 February	Session 2: Dynamics of entrepreneurship <ul style="list-style-type: none"> • The entrepreneurial mind • Entrepreneurial risk • Entrepreneurship and its forms • <i>Questions relating to the entrepreneur interview</i> 	18 Feb Project Plan	2-1	2-2	2-3
23 February	Session 3: Generating and screening business ideas <ul style="list-style-type: none"> • Opportunity recognition • Screening business opportunities • Protecting your idea 		3-1	3-2	3-3
2 March	<ul style="list-style-type: none"> • The concept statement Session 4: Organising resources <ul style="list-style-type: none"> • Building a resource base • Accessing finance 	4 Mar Concept Statement	3-4	4-1	4-2
9 March	<ul style="list-style-type: none"> • Accessing people and other resources Session 5: Practical applications <ul style="list-style-type: none"> • Entrepreneurial ethics • Entrepreneurial strategy 	11 Mar Interview Report	4-3	5-1	5-2
16 March	<ul style="list-style-type: none"> • Practical marketing • Reaching your customers: distribution channels • Forecasting sales 	20 Mar Project Plan	5-3	5-4	5-5
23 March	Session 6: The feasibility plan <ul style="list-style-type: none"> • The feasibility plan • Course review 	6 April Final Report	Feedback on the Course (online)		

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Very detailed information regarding assessment and project planning is available on the course teaching website, and this includes comprehensive guidelines and templates.

ASSESSMENT

Assessment 1 – Concept Statement (500 word limit, 10%)

Students will be presented three business idea areas for this course at the start of the seminar series, and will be able to access details through the course web site. Each person is to select one of these business ideas as their project for this course. Students are required to put together and submit a concept statement as a first stage in developing the business idea they have developed.

Assessment 2 – Individual Assignment (1500 word limit, 30%)

Each person is given the challenge to identify an entrepreneur and interview them about their experiences in starting their business venture. Students are briefed on this exercise, and are given detailed information on how to carry out this interview and write the report.

Assessment 3 – Project Report (3500 words, 40%)

After submitting the concept statement (as Assignment 1), students then write a feasibility report that includes an analysis of the technical, market and financial feasibility of their business idea. Each person is required to carry out face-to-face interviews with 20 potential customers for the business idea to obtain primary information for their report. Students must use the document and financial templates that are provided on the course web site. Students are offered optional workshops when they can discuss with the lecturer their progress in writing the feasibility report. The project plans form part of this assessment.

Note that the marketing aspects of new business development are dealt with in far more detail in the course BUSS 5299 Entrepreneurial Marketing. This course is offered in SP3 at City West (face to face delivery only, and details are on the CDE website (www.unisa.edu.au/cde/))

PROJECT PLAN

All postgraduate courses in entrepreneurship include individual projects. Each person is required to start working on a project plan in the very first session of the course. A template is provided on the course web site.

Each student is required to complete their project plan and submit it through AssignIT at three stages in the project, as indicated in the assessment schedule:

- a first project plan when tasks have been timetabled
- an updated plan about 10 days before the deadline for the final report
- a final plan as an appendix to the written report. This is a summary of what was done and when.

The three versions of the project plan are assessed as part of the final report and represent 10% of the marks for the Project Report.

The project planning process is just good business practice. The plans do not take up much time and are straightforward to prepare. This process helps the student to be well organised, effective and productive. In addition, this approach will help to reduce stress, and it will help to make the preparation of the report a positive learning process.

Refer to the full details of assessment and project planning requirements on the course web site.