

# BUSS 3043 ENTREPRENEURIAL ENTERPRISES (100672)

## Lecture/Seminar Session Schedule SP6, 2009, Class 60104, Mawson Lakes Campus

Date	Time	Session and Module
Monday 21 September	9.10am to 1.00pm <b>P2-28, Mawson Lakes</b>	<b>Session 1: Entrepreneurship and innovation</b> <ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• <i>Allocation into teams</i></li> <li>• Entrepreneurship</li> <li>• Innovation</li> <li>• <i>Briefing session on the business idea</i></li> </ul>
	2.10pm to 5.00pm	<b>Session 2: Dynamics of entrepreneurship</b> <ul style="list-style-type: none"> <li>• The entrepreneurial mind</li> <li>• Entrepreneurial risk</li> </ul>
Tuesday 22 Sep	9.10am to 1.00pm <b>P2-28</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship and its forms</li> </ul> <b>Session 3: Generating and screening business ideas</b> <ul style="list-style-type: none"> <li>• Opportunity recognition</li> <li>• Screening business opportunities</li> </ul>
	2.00pm to 5.00pm	<ul style="list-style-type: none"> <li>• Protecting your idea</li> <li>• The concept statement</li> <li>• Specifying the market and the customer</li> </ul>
Wednesday 23 Sep	9.10am to 1.00pm <b>P2-28</b>	<b>Session 4: Organising resources</b> <ul style="list-style-type: none"> <li>• Building a resource base</li> <li>• Accessing finance</li> <li>• Accessing people and other resources</li> </ul> <b>Session 5: Practical applications</b> <ul style="list-style-type: none"> <li>• Entrepreneurial ethics</li> <li>• <i>Answering examination questions ***</i></li> </ul>
Thursday 24 Sep	9.10am to 1.00pm <b>P2-28</b>	<ul style="list-style-type: none"> <li>• Entrepreneurial strategy</li> <li>• Practical marketing for new ventures</li> <li>• Reaching your customers: distribution channels</li> <li>• Forecasting sales</li> </ul>
	2.00pm to 3.00pm <b>P2-28</b>	<b>Workshop: Your business idea</b> <ul style="list-style-type: none"> <li>• Teams to work on their business idea</li> </ul>
Friday 25 Sep	10.10am to 1.00pm <b>P2-28</b>	<b>Session 6: The feasibility plan</b> <ul style="list-style-type: none"> <li>• The feasibility plan</li> <li>• Course review</li> </ul> <b>Individual Assignment</b> (1500 words, 10%) <ul style="list-style-type: none"> <li>• To be written during this session</li> </ul>

### Workshop Session Schedule

Date	Time	Location	Topic
Thursday 1 Oct	11.10am to 2.00pm	<b>F2-51, Mawson Lakes</b>	These workshops are the avenue for students to discuss any aspect of their project or of the course in general, as well as any specific individual problems. We expect that each team will send at least one member to each session (attendance will not be recorded). These sessions also give students the chance to learn from the experiences and challenges faced by other teams.
Thursday 8 Oct	2.10pm to 5.00pm	<b>F2-51</b>	
Thursday 15 Oct	11.10am to 2.00pm	<b>F2-51</b>	

### Assessment Schedule

Date	Time	Assessment	Location
<b>Friday 25 Sep</b>		<b>Individual Assignment</b> (1500 words), 10%	<b>P2-28:</b> this is completed during the lecture/seminar session
Thursday 1 Oct	11.00pm	Submit Team Concept Statement	AssignIT electronic submission
<b>Thursday 8 Oct</b>	9.10pm	<b>Written Examination</b> (two hours), 50%	<b>Brookman Hall, City East</b>
Wednesday 21 Oct	11.00pm	Submit Team Project Report (Feasibility Plan), 40%	AssignIT electronic submission
<b>Friday 23 Oct</b>	2.10pm to 5.00pm	<b>Plan presentation and feedback</b> session - every student should attend	<b>H1-35 at Mawson Lakes</b>

**ASSESSMENT****Assessment 1 – Individual Assignment (1500 word limit, 10%)**

Students will be given four questions addressing aspects of the course at the first seminar session. On the last day of the seminar series, students will be given one of these questions, and will have 30 minutes to write an assignment answering this question. This will be done under test conditions and no materials will be allowed. The lecture/seminar series will include a session on "answering examination questions".

**Assessment 2 – Team Project Report (4000 words, 40%)**

Students will be allocated into teams of 4 or 5 in the first session of the lecture/seminar series. Teams will be allocated a business idea, and their challenge will be to write a feasibility plan for that idea. Each team is required to carry out face-to-face interviews with at least 20 potential customers for their business idea to obtain primary information for their report. For this course delivery, teams will produce the feasibility report in the form of two A3-size posters to meet this assessment requirement. These posters are equivalent to the reports required for previous course deliveries. Useful templates and guidelines can be accessed from the course web site. Workshops are scheduled for teams to discuss with the lecturer their progress in writing their plan.

A "Plan presentation and feedback" session is scheduled for all teams to display their feasibility plans, to examine what other teams have submitted, and to present the strong points of their plan to the whole class. There will also be a general discussion of the plans, including comments from the lecturer. This will be a valuable session for receiving feedback on this interesting assignment, and for learning from other teams.

Refer to the full details of assessment on the course web site.

Note that the marketing aspects of new business development are dealt with in far more detail in the course BUSS 3048 Entrepreneurial Marketing for New Ventures. This business elective or BUGE course is offered in SP4 at City West, and details are on the CDE website ([www.unisa.edu.au/cde/](http://www.unisa.edu.au/cde/))

**Assessment 3 – Written Examination (2 hours, 50%)**

The exam will assess the ability of students to describe key concepts developed during the lecture/seminar sessions and to apply these concepts to practical situations. During the seminar/lecture series, students will be given access to a list of possible examination questions. Five of the questions on this list will be selected at random, and students will be required to answer four out of those five questions during the two hour examination that is scheduled about 10 days after the end of the lecture/seminar series. The lecture/seminar series will include a session on "answering examination questions", and detailed information is provided on the course teaching web site.