

# BUSS 3043 ENTREPRENEURIAL ENTERPRISES (100672)

## Lecture/Seminar Session Schedule SP1, 2009, Class 1118, City West Campus

Date	Time	Session and Module
Monday 9 February	9.10am to 1.00pm <b>HH5-08</b>	<b>Session 1: Entrepreneurship and innovation</b> <ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Entrepreneurship</li> <li>• Innovation</li> </ul>
	2.10pm to 5.00pm <b>HH5-08</b>	<b>Session 2: Dynamics of entrepreneurship</b> <ul style="list-style-type: none"> <li>• The entrepreneurial mind</li> <li>• Entrepreneurial risk</li> <li>• Entrepreneurship and its forms</li> </ul>
Tuesday 10 February	9.10am to 1.00pm <b>HH4-08</b>	<b>Session 3: Generating and screening business ideas</b> <ul style="list-style-type: none"> <li>• <i>Briefing session on the business ideas</i> ***</li> <li>• Opportunity recognition</li> <li>• Screening business opportunities</li> <li>• Protecting your idea</li> <li>• The concept statement</li> </ul>
	2.00pm to 5.00pm <b>HH5-08</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>
Wednesday 11 February	9.10am to 1.00pm <b>HH5-08</b>	<b>Session 5: Practical applications</b> <ul style="list-style-type: none"> <li>• Entrepreneurial ethics</li> <li>• Entrepreneurial strategy</li> <li>• <i>Answering examination questions</i> ***</li> </ul>
Thursday 12 February	9.10am to 1.00pm <b>HH5-08</b>	<ul style="list-style-type: none"> <li>• Practical marketing</li> <li>• Reaching your customers: distribution channels</li> <li>• Forecasting sales</li> </ul>
	2.00pm to 5.00pm <b>HH5-08</b>	<b>Workshop: Your business idea</b> <ul style="list-style-type: none"> <li>• Teams to work on their business idea</li> </ul>
Friday 13 February	9.10am to 1.00pm <b>HH5-08</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
Tuesday 17 February	11.10am to 2.00pm	<b>H6-03</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 recommend that each team 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 26 February	2.10pm to 5.00pm	<b>GK2-15</b>	
Thursday 5 March	11.10am to 2.00pm	<b>H6-09</b>	
Thursday 12 March	11.10am to 2.00pm	<b>GK5-24</b>	
Thursday 19 March	2.10pm to 5.00pm	<b>GK5-24</b>	

## Assessment Schedule

Date	Time	Assessment	Location
Friday 13 February		Individual Assignment (1500 words), 10%	<b>HH5-08:</b> this is completed during the lecture/seminar session
Tuesday 17 February	11.00pm	Submit Team Project Plan (first version)	AssignIT electronic submission
Thursday 26 February	9.10am	Final Examination (two hours), 50%	<b>Brookman Hall, City East</b>
Thursday 26 February	11.00pm	Submit Team Concept Statement	AssignIT electronic submission
Thursday 12 March	11.00pm	Submit Updated Team Project Plan	AssignIT electronic submission
Thursday 26 March	11.00pm	Submit Team Project Report (Feasibility Plan including final project plan, 4000 words), 40%	AssignIT electronic submission

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## 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 are allocated into teams of three or four in the first session of the seminar series. Students will be presented three business idea areas for this course at the start of the seminar series, and details about these can be accessed through the course web site. Each team is to select one of these business ideas as their project for this course. The project team is required to put together and submit a concept statement as a first stage in developing the business idea they have developed. Teams then write a feasibility report that includes an analysis of the technical, market and financial feasibility of their team's business idea. Each team is required to carry out face-to-face interviews with 20 potential customers for their business idea to obtain primary information for their report. Teams 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 team project plan forms part of this assessment.

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 – Examination (2 hours, 50%)

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.

## PROJECT PLAN

All undergraduate courses in entrepreneurship include team exercises. The main reason is that it is too difficult and time consuming for one person to complete the kind of projects that are needed to a reasonable level of quality. Working in a team allows participants to share the workload and achieve a good level of quality of output and learning. It also allows people to learn from each other. All members of a team will not necessarily receive the same grade.

### The team project plan

Each team is required to start working on a project plan in the very first session of the course. They are required to identify times when they can meet to work on their project, as well as during the scheduled workshop sessions. In a later seminar session, teams are required to start allocating tasks and to determine deadlines. A template is provided on the course web site.

Teams are 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 and deadlines have been assigned to team members
- 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 who did what 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 Team Project Report.

### Records of meetings

Team members are to take it in turn to write a short record of each team meeting. This is to include the full names of those who attend (and identifying those who arrived late and those who left early), and the outcomes in the form of a list of tasks agreed and responsibilities allocated (ie who will do what and by when). This record is to be emailed to all team members within a day of the meeting. All records and e-mails must be retained, and must be made available to the lecturer in case of a dispute.

The project plan and record of meetings are good business practice. They do not take up much time and are straightforward to implement. This process benefits each team and will help them 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.

**Note** that this course has prerequisites of 36 points of undergraduate study in any field. Reasons for these prerequisites are given on the page of answers to FAQ about this course on the CDE Website: [www.unisa.edu.au/cde/](http://www.unisa.edu.au/cde/)