BAA612
ENTREPRENURIAL COMMUNICATION

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator
Farveh Farivar
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Farveh Farivar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Sandy Bay</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Farveh.Farivar@utas.edu.au">Farveh.Farivar@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>62262077</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>Room 426, 4th floor, Centenary Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment only</td>
</tr>
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<td>16</td>
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</tbody>
</table>
WHAT IS THE UNIT ABOUT?

Unit description

Some of the most important skills for an entrepreneur are the ability to communicate effectively, establish relationships with all stakeholders related to your enterprise and being able to develop a network of people important to your success. This unit will equip you with the knowledge and skills to successfully connect and professionally communicate as an entrepreneur. As a hands-on skills-based unit you will learn through role plays, engagement with entrepreneurs and by developing a personal plan for success. The unit is taught in a workshop format to enable you to continually practice the communication skills necessary for entrepreneurial success.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Apply entrepreneurial communication and interpersonal skills
2. Analyse and manage relationships with a wide range of stakeholders
3. Create personal development plans to maintain and expand business networks related to your business idea.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

N/A

Prior knowledge &/or skills

N/A
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Task 1: Just in Time Contribution</td>
<td>Weeks 2-12</td>
<td>20%</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>Assessment Task 2: Article Presentation</td>
<td>Weeks 3-13</td>
<td>40%</td>
<td>LO1</td>
</tr>
<tr>
<td>Assessment Task 3: Personal Development Plan</td>
<td>Week 11</td>
<td>40%</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1: Just in Time Contribution

Task description

Every week (starting week 3),
- Every week class activities related to the readings for that week will be uploaded on Mylo. Students are expected to read the materials prior to coming to the class.
- During the class, students need to form a small team (3-4 students per team), and they have 45 minutes to discuss class activities and provide a written answer to the activities.
- Students must ensure their names and students’ ID are clearly marked on the electronic answer sheet. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.
- Students need to submit the electronic answer sheet to the specific link named “Just in Time Contribution” under the assessment tab by the end of each session.
- Each case study has 2 marks of the final mark.

Criterion Number | Criterion Description | Measures ILO:
--- | --- | ---
1 | Apply entrepreneurial communication and interpersonal skills | LO1 |
2 | Apply communication analyses | LO2 |
Task length      | 100-150 words per question. |
Due by date      | Week 3-12 (inclusive) |
Assessment task 2: Article Presentation

Task description

Presentation skills are one of the most essential skills for running a business. During each class, you will participate in a case presentation assignment to develop and improve your ‘story-telling’ presentation skills.

To complete this activity;

- Starting in week 4, each student is required to join a group of three students (The number of team members can change to 4 based on the class size)
- **Students must form their groups and select the presentation dates in week 2.**
  - Students need to choose an article published in the following journals for presentation:
    - Entrepreneurship and Regional Development
    - Small Business Economics: an entrepreneurship journal
    - Strategic Entrepreneurship Journal
    - Entrepreneurship: Theory and Practice
    - International Negotiation: a journal of theory and practice
  - Selected articles must be published after 2017.
  - Students must email the articles to the lecturer 1 day before the class (If students forget to email the articles 24 hours before their presentation, they will lose 5 marks immediately)
- Every week, one group will present an article.
- Each group needs to provide examples and real cases to elaborate the topic.
- The lecturer will assess each student’s presentation by the marking rubric.
- Students must read marking rubrics (posted on MyLO) before commencing their work.
- Each group has 30 minutes to complete its presentation
- This is a group assignment, so no one can complete the assignment alone.
- The timetable for the presentation is fixed.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apply entrepreneurial communication and interpersonal skills</td>
<td>LO1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task length</th>
<th>30 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due by date</td>
<td>In class (weeks 4 - 13)</td>
</tr>
</tbody>
</table>
Assessment Task 3: Personal Development Plan

Task description

Develop a plan for improving your communication, interpersonal and relationship building skills over the next 12 months. The plan will need to include an inventory of your skills, knowledge, strengths, and weaknesses. You must also:

- Define your development and networking goals
- Identify opportunities and threats
- Prioritise and set deadlines for development
- Develop an action plan:
- Determine action steps with a timeline
- List necessary support, resources and people
- List measures of success

Criterion Number | Criterion Description | Measures ILO:
--- | --- | ---
1 | Create an effective development plan based on personal goals | LO3

Task length | 2000 words +/- 10% (excluding reference list)
Due by date | Teaching week 11

How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.
Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.
Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

**Review of results and appeals**

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:


**Academic referencing**

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: [http://utas.libguides.com/content.php?pid=27520&sid=199808](http://utas.libguides.com/content.php?pid=27520&sid=199808). The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: [http://www.utas.edu.au/business-and-economics/student-resources](http://www.utas.edu.au/business-and-economics/student-resources). This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The [University library provides information on presentation of assignments, including referencing styles](http://www.utas.edu.au/business-and-economics/student-resources) and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the [Academic Honesty site on MyLO](https://www.mylo.edu.au) of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the [Plagiarism and Academic Integrity](https://www.university-of-tasmania.edu.au) page on the University web site or the [Academic Honesty site on MyLO](https://www.mylo.edu.au).

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantage any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include the imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in [Ordinance 9: Student Discipline](https://www.university-of-tasmania.edu.au) – Part 3 Academic Misconduct.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text [available from the Co-op Bookshop]

2. The readings posted weekly on MyLO.

In addition to the texts recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- Journal of Research in Marketing and Entrepreneurship
- Journal of Small Business and Entrepreneurship
- Business Journal for Entrepreneurs (Quarterly)
- Entrepreneurship and Regional Development
- Entrepreneurship Research Journal
- Entrepreneurship: Theory and Practice
- Foundations and Trends in Entrepreneurship
- Human Communication Research
- Journal of Communication

Recommended readings

**Reading Lists**
Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

**Activities**

**Learning expectations**

The University is committed to high standards of professional conduct in all activities and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. **Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.**

**Details of teaching arrangements**

Acknowledging that everyone learns differently, we have developed a wide range of learning activities to support students in BAA612. We want your commitment to engage with the materials and work to succeed, and in return, we have developed an extensive range of supports and activities to help you get there. Each session comprises of

- 1 hour lecture
- 1:15 minutes Just in Time Contribution
- 30 minutes Article Presentation

**Specific attendance/performance requirements**

In this unit, your active engagement will be monitored in the following way:

1. Just in Time Contribution
2. Article Presentation

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of the semester, your enrolment may be canceled, or you may be withdrawn from the unit.

**Teaching and learning strategies**

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities
students have as they pursue their studies within the special environment the
University offers. The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning
environment. They must attend classes when and as required, strive to maintain
steady progress within the subject or unit framework, comply with workload
expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this
unit will be monitored. If you do not demonstrate evidence of having engaged actively
with this unit by Week 4 of semester, your enrolment may be cancelled or you may be
withdrawn from the unit.

Work Health and Safety (WHS)
The University is committed to providing safe and secure teaching and learning
environment. In addition to the specific requirements of this unit, you should refer to
the University’s Work Health and Safety website and policy.

Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO Announcement tool at least once every two days. The unit
Announcement will appear when you first enter our unit’s MyLO site. Alternatively,
click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION
Other students may have the same question that you have. Please go to the Ask the
Class Discussion forum on the unit’s MyLO site. Check the posts that are already there
– someone may have answered your question already. Otherwise, add your question as
a new topic. Students are encouraged to support each other using this forum – if you
can answer someone's question, please do. We will attempt to respond to questions
within 48 business hours. If your question is related to a personal issue or your
performance in the unit, please contact the appropriate teaching staff member by email
instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE
SUBMISSION OF AN ASSESSMENT TASK
If you have a personal question related to your studies or your grades, please contact
teaching staff by email.
For general questions about the unit, please add them to the Ask the Class Discussion
forum on the unit’s MyLO site. This way, other students can also benefit from the
answers.
A NOTE ABOUT EMAIL CORRESPONDENCE
You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible. We receive a lot of emails. Be realistic about how long it might take for us to respond.

Concerns and complaints
The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance
If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website. Should you require assistance in accessing the Library, visit their website for more information.

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness, which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, Safety Net Grant Scheme (TUU) and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
## Unit schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic/ Module/ Focus Area</th>
<th>Activities</th>
<th>Resources/ Readings/ Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16 July</td>
<td>Introduction to unit and models of communications</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>Persuasive presentations, team presentation, and listening skills</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>3</td>
<td>30 July</td>
<td>Nonverbal communication</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Social network and Stakeholder Theories</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>5</td>
<td>13 August</td>
<td>Needs analysis</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>6</td>
<td>20 August</td>
<td>Personal development plan (1)</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>7</td>
<td>27 August</td>
<td>Personal development plan (2)</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>8</td>
<td>10 September</td>
<td>Written communication</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>9</td>
<td>17 September</td>
<td>Stakeholder Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>24 September</td>
<td>Selecting the right mediums</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>11</td>
<td>1 October</td>
<td>Small group discussion and problem-solving</td>
<td>on MyLO</td>
<td>on MyLO Assessment 3 Deadline</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Digital communication &amp; entrepreneurship</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
<tr>
<td>13</td>
<td>15 October</td>
<td>Participation and leadership in teams</td>
<td>on MyLO</td>
<td>on MyLO</td>
</tr>
</tbody>
</table>

**Mid-semester break 2 – 8th September**

- Written communication on MyLO
- Stakeholder Engagement
- Selecting the right mediums on MyLO
- Small group discussion and problem-solving on MyLO Assessment 3
- Digital communication & entrepreneurship on MyLO
- Participation and leadership in teams on MyLO

**Exam Period 26 October – 12 November (inclusive)**
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further, enhance the global recognition of your qualifications. To find out more about AACSB click here.