Tasmanian School of Business and Economics

BMA703
ENTREPRENEURSHIP

Semester 2, 2018
Unit Outline

Dr Kim Backhouse
CONTACT DETAILS

Unit coordinator

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Consultation: By Appointment
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## ACCREDITATION  
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This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. You must read the Essential Information resource as it is considered part of this Unit Outline.

WHAT IS THE UNIT ABOUT?

Unit description

This is a postgraduate reading course; the unit presumes a familiarity with work life. It expects you to have already grasped the fact that ‘business is the art of making a living doing what you love.’ The thesis of the unit is that a comprehensive knowledge of entrepreneurship will enable you to better target your entrepreneurial capability and extract greater value from the environments you find yourself in. This unit, therefore, is not about the ‘how’ of entrepreneurship and innovation, so much as the ‘what’ and the ‘why’. That is in terms of the nature of entrepreneurship and its contradistinction from innovation and invention, its purpose in the economy, its impact on society, its manifestation in different organisational contexts both in for-profit and in a variety of not-for-profit scenarios as well as in different country settings. The unit will also address the impact of financial and infrastructural constraints on an entrepreneur’s thinking in terms of, for example, marketing, HR and organisational strategies. In sum, the purpose of the unit is to provide you with the opportunity to engage in the rigorous academic study of entrepreneurship, to thoroughly comprehend the universal issues and challenges of entrepreneurship that largely transcend period, place and industry. This is so that, should you choose to become an entrepreneur or small business owner, your choice is thoroughly informed, not naively optimistic.

Intended Learning Outcomes

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

1. Evaluate the complexity and importance of entrepreneurship in economy and society;

2. Integrate conceptual approaches to understanding entrepreneurship: individual, society and the firm; and

3. Discuss and evaluate the role of innovation, invention and intervention in entrepreneurship.
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: Essay</td>
<td>31 August</td>
<td>25%</td>
<td>1, 2</td>
</tr>
<tr>
<td>Assessment Task 2: Essay</td>
<td>12 October</td>
<td>25%</td>
<td>1</td>
</tr>
<tr>
<td>Assessment Task 3: Exam</td>
<td>Exam Period</td>
<td>50%</td>
<td>2, 3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1

Task description

The purpose of this assessment item is to consolidate your knowledge of the role and function of entrepreneurship in the economy. For this assessment item you are required to write an essay addressing the following question:

*Why is growing the level of entrepreneurial activity critical to the growth and development of the Australian economy? Critically evaluate the factors that potentially help and hinder the process of entrepreneurship in Australia?*

This assignment should be answered in an essay format, with an introduction, body, and conclusion. Examples should be used to support your answers. There is no requirement for a table of contents for this assignment, but please use page numbers. You must use a minimum of eight (8) academic references to answer the question.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain the history of concepts of entrepreneurship and their relevance today.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Compare and contrast the main features of economic and non-economic theories of the role and function of the entrepreneur, identify the questions addressed by each theory, and appraise the results obtained.</td>
</tr>
</tbody>
</table>

Task length 2500 words

Due by date Friday 31 August @ 2.00pm
### Assessment task 2

| Task description | The purpose of this assessment item is to consolidate your knowledge of the challenges associated with starting a new business venture. For this assessment item you are required to write an essay addressing the following question:  

*Discuss the challenges involved in the process of starting a new business venture. What actions can an entrepreneur undertake to maximise the likelihood of success in the start-up process?*

This assignment should be answered in an essay format, with an introduction, body, and conclusion. Examples should be used to support your answers. There is no requirement for a table of contents for this assignment, but please use page numbers. You must use a minimum of eight (8) academic references to answer the question. |

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<tr>
<td>Task length</td>
<td>2500 words</td>
</tr>
<tr>
<td>Due by date</td>
<td>Friday 12 October @ 2.00pm</td>
</tr>
</tbody>
</table>
The final examination will be closed book. It will be of two hours duration, and is worth 50 per cent of the total available marks for this unit. More information on the exam and its content will be provided later in the semester.

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<th>Criteria</th>
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<tr>
<td>Criterion 1</td>
<td>Evaluate the main factors surrounding who becomes an entrepreneur and why they start their own businesses.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain what starting a business means from the viewpoint of key stakeholders and assess how this affect the start-up process, and what ‘ingredients’ are important for the success (as opposed to the failure) of a new business.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Critique the principles of public policy intervention in innovation and enterprise and the SME sector, explain how they can be applied and evaluated and to what effect.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Discuss the difference between enterprise, innovation and invention, and compare their impact in a variety of non-high street business settings such as agriculture, as well as not-for-profit and public sector settings.</td>
</tr>
</tbody>
</table>

Duration: Two hours, plus 15 minutes reading time

Date: The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University’s website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.
WHAT LEARNING OPPORTUNITIES ARE THERE?

Resources

Required readings
You will need the following text:

Information about the book can be accessed from the following link:


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.

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

- *International Journal of Entrepreneurial Behaviour*
- *Journal of Entrepreneurship*
- *Journal of Innovation and Entrepreneurship*
- *Journal of Small Business and Entrepreneurship*
- *Journal of Small Business Management*
- *Strategic Entrepreneurship Journal*
In addition to these journals you will find it useful to review the following websites:

- *Entrepreneur Magazine*
- *The Disrupters*
- *Global Entrepreneurship Monitor*
- *National Innovation & Science Agenda (Australia)*
- *Startup Tasmania*

### Activities

#### Details of teaching arrangements

Seven (7) Workshops will be held for this Unit on Saturdays from 2pm to 5pm. The first Workshop will be held on Saturday **21 July**, followed by the second workshop the following week on **28 July**. Other workshops are scheduled for the following dates:

- Workshop 3 – 11 August 2018
- Workshop 4 – 25 August 2018
- Workshop 5 – 15 September 2018
- Workshop 6 – 29 September 2018
- Workshop 7 – 13 October 2018

#### Specific attendance/performance requirements

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

1. A unit activation activity completed at the beginning of the semester
2. Participation in the first two workshops for this unit...

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

<table>
<thead>
<tr>
<th>WEEK</th>
<th>WEEK 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>Saturday 21/7 Workshop 1</td>
<td>Defining Entrepreneurship</td>
<td>Chapter 1</td>
</tr>
</tbody>
</table>
| 2    | 23 July        | Saturday 28/7 Workshop 2   | Entrepreneurial Intention and Corporate Entrepreneurship  
Entrepreneurial Strategy | Chapter 2 |
| 3    | 30 July        | No Class                  |             | Chapter 3 |
| 4    | 6 August       | Saturday 11/8 Workshop 3   | Creativity and Business Ideas  
Identifying and Analysing Opportunities | Chapter 4 |
| 5    | 13 August      | No Class                  |             | Chapter 5 |
| 6    | 20 August      | Saturday 25/8 Workshop 4   | IP and Other Legal Issues  
Planning | Chapter 6 |
| 7    | 27 August      | No Class                  |             | Chapters 7, 8, 9 & 10 |

**Mid-semester break: 3 September to 7 September (inclusive)**

<table>
<thead>
<tr>
<th>WEEK</th>
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</thead>
</table>
| 8    | 10 September   | Saturday 15/9 Workshop 5   | Understanding Sources of Capital  
Start-up Launch and Business Growth  
Accessing External Resources | Chapters 11 & 12 |
| 9    | 17 September   | No Class                  |             | Chapter 13 |
| 10   | 24 September   | Saturday 29/9 Workshop 6   | Succession Planning and Harvesting  
Open Innovation | Chapter 14 |
| 11   | 1 October      | No Class                  |             | Chapter 15 |
| 12   | 8 October      | Saturday 13/10 Workshop 7  | Value and Supply Chains  
Examination Revision | Readings on MyLO |
| 13   |                | No Class                  |             | |

**Examination Period: 27 October to 13 November (inclusive)**
AACSB Accreditation

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.