

BUSS 3043 ENTREPRENEURIAL ENTERPRISES (100672)

Lecture/Seminar Session Timetable SP6, 2012, Class 60204, City West Campus

Date	Time	Session and Module
Monday 17 Sep (Week 38)	1.10am to 5.00pm HH5-08	Session 1: Entrepreneurship and innovation <i>Team allocation</i> 1-1 Starting the course <i>Multiple choice test – introduction and practice session</i> 1-2 Entrepreneurship 1-3 Innovation 1-4 The business idea for this course
Wednesday 19 Sep (Week 38)	1.10pm to 5.00pm HH5-08	Assessment 1: Short multiple choice test 1 Session 2: Dynamics of entrepreneurship 2-1 The entrepreneurial mind 2-2 Entrepreneurial risk 2-3 Entrepreneurship and its forms
Friday 21 Sep (Week 38)	10.10am to 5.00pm HH5-08	Assessment 1: Short multiple choice test 2 Session 3: Generating and screening business ideas 3-1 Opportunity recognition 3-2 Screening business opportunities 3-3 Protecting your idea 3-4 The concept statement 3-5 Specifying the market and the customer <i>Answering exam questions</i>
		Teams carry out their secondary market analysis and survey 20 potential customers per team. Teams start developing their report using the templates provided.
Monday 24 Sep (Week 39)	1.10pm to 5.00pm HH5-08	Assessment 1: Short multiple choice test 3 Session 4: Organising resources 4-1 Building a resource base 4-2 Accessing finance 4-3 Accessing people and other resources <i>Review of secondary market research activities by teams</i>
Tuesday 25 Sep	11.00pm	Teams submit a concept statement for the business idea direct to peter.balan@unisa.edu.au . This counts towards the mark for their final report.
Wednesday 26 Sep (Week 39)	1.00pm to 5.00pm HH5-08	Assessment 1: Short multiple choice test 4 Session 5: Practical applications 5-1 Entrepreneurial ethics 5-2 Entrepreneurial strategy 5-3 Practical marketing for new ventures <i>Review of primary market research activities by teams</i>
Friday 28 Sep (Week 39)	10.10am to 5.00pm HH5-08	Assessment 1: Short multiple choice test 5 5-4 Reaching your customers: distribution channels 5-5 Forecasting sales Session 6: The feasibility plan 6-1 The feasibility report 6-2 Course review <i>Review of feasibility report development by teams</i>
Tuesday 2 Oct (Week 40)	2.10pm to 5.00pm TBA	Workshop (Optional): • Review of feasibility report development
Wednesday 3 Oct	11.00pm	Teams submit their feasibility reports through Gradebook on the Learnonline website for this course
Friday 5 Oct (Week 40)	1.10pm to 5.00pm HH4-08	Presentation and review of reports Assessment 2: Team project report (40%) • Discussion and feedback
Week starting 3 Dec		Assessment 3: Written examination (2 hours, 50%) Check the SP6 Exam period information on the University website for the time, date and venue

This course features the use of the Team-Based Learning teaching method for productive teamwork.

This course includes a number of other innovations - see www.unisa.edu.au/cde

ASSESSMENT

Note: detailed guidelines for assessments are on the course Learnonline website. It is most important that students follow those guidelines, and use the templates provided on that website.

Assessment 1 – Individual Assignment (10%)

This is made up of 5 separate class tests. These are multiple-choice tests, each with 10 to 20 questions that are taken at the start of the lecture/seminar sessions, as indicated in the timetable. These tests assess students' knowledge of the course content, and the materials covered in each test are specified on the Learnonline website. Students complete the test in class and submit their answers. The same test is then completed as a team. Team results are calculated immediately, and the answers reviewed in the class. A student's individual mark is calculated as a combination of their individual result and their team result. If a student misses a class test, they receive no marks for that particular test. It is not possible to take a deferred class test. Details of this process are on www.unisa.edu.au/cde; look for the information about Team-Based Learning.

Assessment 2 – Team Project Report (40%)

Students are allocated into teams of 5 or 6 at the start of the first session of the seminar series. Students are given a business idea at the start of the seminar series. Each team submits a concept statement as a first stage in developing the business idea, and this document counts towards the assessment of the report. Teams then write a feasibility report that includes a short analysis of the technical, market and financial feasibility of the business idea. Each team carries out face-to-face interviews with 20 potential customers for the business idea to obtain primary information for their report. Document and financial templates for the report are provided on the course Learnonline website. Students gain a good understanding of the business idea as it is the focus of discussions and team-work exercises during the lecture/seminar sessions. Details are on www.unisa.edu.au/cde

Each report is presented as a poster (made up of two A3 pages), and teams display these in the lecture room at a presentation and review session. Each team is given 1 minute to explain to the class why its report presents the most persuasive case. Students then have 20 to 30 minutes to assess other reports, and then each team asks questions of the other teams. This is followed by general discussion and feedback. This innovative process means that students learn from the work that others have done, and get immediate feedback on their report. Individual student contribution to this session counts towards their mark for this assessment. Details of this session are on www.unisa.edu.au/cde

Assessment 3 – Examination (2 hours, 50%)

Students are given a list of possible exam questions on the Learnonline website. Five of the questions on this list are selected at random, and students answer four out of those five questions during the two hour exam. The lecture/seminar series includes a session on "answering exam questions", and detailed information is provided on the course Learnonline website. The university schedules this exam in the exam time for this Study Period.

PREREQUISITES

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

TEXTBOOK

There is no textbook. A book of readings is available through Unibooks.

OTHER ENTREPRENEURSHIP COURSES

The marketing aspects of new business development are addressed in far more detail in the course BUSS 3048 Entrepreneurial Commercialisation for New Ventures. This is offered in SP4 at City West, and it also has prerequisites of 36 points of undergraduate study in any field.

The content of Entrepreneurial Enterprises is further developed in the course BUSS 3049 Entrepreneurial Business Planning. This course is offered in SP6 at City West, and has BUSS 3043 Entrepreneurial Enterprises as a prerequisite.

Extensive details about these other courses are on the CDE website; www.unisa.edu.au/cde