

BUSS 5298 ENTREPRENEURIAL FOUNDATIONS (100994)

Lecture/Seminar Session Schedule SP1 2012, Class 10296 at City West Campus

Date	Time	Session and Module
Tuesday 7 February (Week 6)	10.10am to 4.00pm GK4-18	Session 1: Entrepreneurship and innovation 1-1 Introduction to the course 1-2 Entrepreneurship 1-3 Innovation <ul style="list-style-type: none"> Briefing session on the business idea Session 2: Dynamics of entrepreneurship 2-1 The entrepreneurial mind 2-2 Entrepreneurial risk
Thursday 9 February (Week 6)	10.10am to 4.00pm GK4-18	2-3 Entrepreneurship and its forms 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 Session 4: Organising resources <ul style="list-style-type: none"> Briefing session on the entrepreneur interview 4-1 Building a resource base
Tuesday 14 February (Week 7)	10.10am to 4.00pm GK4-18	4-2 Accessing finance 4-3 Accessing people and other resources Session 5: Practical applications 5-1 Entrepreneurial ethics 5-2 Entrepreneurial strategy
Thursday 16 February (Week 7)	10.10am to 4.00pm GK4-18	5-3 Practical marketing 5-4 Reaching your customers: distribution channels 5-5 Forecasting sales Session 6: The feasibility plan 6-1 The feasibility plan 6-2 Course review

Optional Workshop Session Schedule

Date	Time	Location	Topic
Tuesday 21 Feb (Week 8)	10.10am to 1.00pm	GK4-18	These workshops are the avenue for students to discuss any aspect of the project or of the course in general, as well as any specific individual concerns. We recommend that you attend the sessions (attendance will not be recorded). These sessions also give students the chance to learn from the experiences and challenges faced by other teams.
Tuesday 28 Feb (Week 9)	2.10pm to 5.00pm	TBA	

Deadlines and Assessment Schedule

Date	Time	Assessment	Location
Tuesday 21 Feb	11.00pm	Concept Statement (10%)	Email direct to Shruti.sardeshmukh@unisa.edu.au
Tuesday 28 Feb	11.00pm	Individual Report (Interview report, 30%)	Electronic submission through Gradebook
Wednesday 7 March	11.00pm	Project Report (Feasibility Plan, 60%)	Electronic submission through Gradebook
Friday 9 March (Week 10)	2.10pm to 5.00pm	Report presentation and feedback session	BH4-23

Students benefit by working on a single business idea and learning from other students at the report presentation and review session.

See *what else is special about this course* on www.unisa.edu.au/cde

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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 Concept Statement (10%)

Students are given a business idea for this course at the start of the seminar series, and can access details through the course web site. Each student submits a concept statement as a first stage in developing the business idea, using a template 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.

Assessment 2 – Individual Assignment (Interview Report, 30%)

Each person is given the challenge to identify an entrepreneur and interview them about their experiences in starting their business venture. Students are briefed on this exercise, and are given detailed information on how to carry out this interview and write the report, using a template provided on the course Learnonline website.

Assessment 3 – Individual Project Report (Feasibility Plan, 60%)

After submitting the concept statement (as Assignment 1), students write a feasibility report that includes an analysis of the technical, market and financial feasibility of their business idea. Each person 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 are provided on the course Learnonline website. Students are offered optional workshops when they can discuss with the lecturer their progress in writing the feasibility report.

Feasibility reports are presented as posters (made up of two A3 pages), and these are displayed in the lecture room at a presentation and review session. Each person is given 1 minute to explain to the class why their report presents the most persuasive case. Students then have 20 to 30 minutes to assess other reports, and then each person then asks questions about the other reports, and answers questions relating to their work. 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.

PREREQUISITES

This course has no prerequisites.

TEXTBOOK

Timmons, JA, Gillin, LM, Burshtein, SL, Spinelli, S 2011 *New Venture Creation: Entrepreneurship for the 21st Century – A Pacific Rim Perspective*, McGraw-Hill Australia, Sydney

ANOTHER ENTREPRENEURSHIP COURSE

The marketing aspects of new business development are dealt with in far more detail in the course BUSS 5299 Entrepreneurial Commercialisation. This is offered in SP4 at City West as well as online, and it does not have any prerequisites.

Details are on the CDE website (www.unisa.edu.au/cde/)