

The Entrepreneurial Process (BUSM 1311)

Semester 1 2020

Brief on Reflective Summary and Entrepreneurial Profile (Assessment Task 1) (Due in Week 5)

Total marks: 20%

Word Count: Maximum of 2000 words (excluding references)

Submission date: Friday, 03 April 2020 by no later than 11:59 pm through assessment link created in Canvas

In the first few weeks of the course we discuss a number of critical themes we deem essential in understanding entrepreneurship and the entrepreneurial mind:

1. High growth versus life style entrepreneurs
2. Hofstede's cultural dimensions and entrepreneurship
3. Necessity driven entrepreneurship/disadvantaged entrepreneurs, women entrepreneurs, ecopreneurs
4. Ethical dilemmas in entrepreneurship
5. For-profit entrepreneurship versus social entrepreneurship
6. The role of creativity in pursuit of entrepreneurial opportunities

Step 1: Select any two of the above themes and discuss them in light of the questions below:

1. Having considered entrepreneurship as an area of interest (as evidenced by your attendance in the class), how has the course affected your knowledge and view of entrepreneurship?
2. How has it changed your perspective of who an entrepreneur is?

*NB** You are required to support your personal reflections and insights with theoretical argument and peer reviewed research.*

Step 2: Pick an entrepreneur you consider as a role model and address the following points in your assignment:

1. Tell us about your model entrepreneur and you consider them as your role model
2. What entrepreneurial traits and characteristics do you draw from them?
3. How do you think you will be able to adapt and adopt these of entrepreneurial traits and characteristics into your future entrepreneurial strategies?

Step 3: Develop your entrepreneurial profile

1. By examining your own attitudes and outlook, develop an entrepreneurial profile of yourself using the template provided in Canvas.

The Soft Copy with student name, ID and the class you are timetabled in clearly written on title page should be submitted to the assignment link named 'Reflective Summary & Entrepreneurial Profile' within 'Assessment Tasks' menu on your Canvas course by no later than 11:59 pm on Friday, 03 April. The reflective summary **must** contain a list of reference as evidence of research. (A minimum of six academic peer reviewed journal article are required to support your theoretical arguments).

How to structure the assignment?

You are expected to provide clear and brief theoretical comprehension of the two themes you have chosen for your reflective summary. However, simply defining the themes according to your recommended text is not enough. You will need to discuss the essence of the two themes by providing a synthesis of wider reading (textbook and academic journal articles) that reflects a high level of understanding and a demonstrated ability to apply the themes in practice. We will look for evidence of independent research, in addition to the recommended reading, in the way you discuss and expand on the concepts/themes. You must cite references in your text and provide a complete list of reference (at least six) for all your research, presented in RMIT's recommended referencing style.

The entrepreneur you considered as your role model does not necessarily have to be world famous. However, you will need to clearly discuss why you consider their behaviours and characteristics entrepreneurial and how you will apply their entrepreneurial characteristics in the future.

We expect you to use the template provided in Canvas in order to develop your entrepreneurial profile. Please be as detailed as possible as you develop your entrepreneurial profile. This will help you to critically assess your capacity as a potential entrepreneur, and to examine the things you need to work on in order to be successful entrepreneur in the near future.

Please consider the following points in preparing your assignment

Based on our experience in previous semesters, there are a number of common mistakes made by students in preparing this assessment. Please consider the pointers when constructing your reflective summary and try not to make the same mistakes.

1. Students' discussions of key themes often lacked depth and insight

- The better efforts discussed the *essence* of the key themes rather than just repeating what was presented in articles and lectures – Try to get to what makes the key theme resonate with you.
- The better efforts extrapolate the themes beyond the basic threads discussed in the lectures and course readings - Try to expand on the themes by embracing tangential thoughts you have that go beyond that of the obvious discussion points.
- The better efforts avoided submitting a "brain dump" – Keep your discussion relevant; there is no need to define key constructs if you don't discuss them in your in the body of your paper by reflecting on how they relate to your personal experiences.

2. Students didn't clearly describe why they chose their model entrepreneur or how they believed the entrepreneur's traits would impact them in the future

- Remember to address this section
- Discuss your model entrepreneur in a reflective nature – Think about yourself in the future and how your model entrepreneur and their entrepreneurial journey will guide you on your own journey to success.
- Try to juxtapose how you saw these traits and characteristics before the course with how you see them now – This will assist you in extrapolating and how they may affect your future actions.
- Avoid general “motherhood” statements as they indicate a lack of internal inquiry
- Always link your understanding of theory to experiences you have had or how you would tackle potential experiences in the future.

3. Students did not support their arguments

- Remember that your ideas should consider the ideas of academics who have come before you. When you consider these ideas, themes and discussions, you should attribute the original authors.
- Provide at least 6 references to reflect your higher level of understanding.
- Lecture notes DO NOT constitute an appropriate reference, nor does Wikipedia.
- Text and academic journals are a better source of reference rather than Google sourced web addresses.
- Generally, the better reflective papers utilized in-text referencing to support their arguments.

4. Students presented work that didn't reflect their professionalism

- Re-read your work and make sure you present one paragraph per point – try not to submit a mono-slab of writing because your meaning will get lost.
- Use headings to structure your profile – Clearly delineate between your reflective summary, your entrepreneurial profile your reference list.
- Consider how your work reflects you as a student. Using RMIT submission guidelines - 12 point font and 1.5 spacing, will mean your work will be presentable, professional and easy to read.