Tutorial Letter 101/3/2024

Introduction to Entrepreneurship and Small Business Management

MNE2601

Semester 1 and 2

Department of Applied Management

IMPORTANT INFORMATION

Please register on myUnisa, activate your myLife e-mail account and make sure that you have regular access to the myUnisa module website, MNE2601-2024-S1/S2, as well as your group website.

Note: This is a fully online module. It is, therefore, only available on myUnisa.

BARCODE

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1   INTRODUCTION

Dear Student

Welcome to Introduction to Entrepreneurship and Small Business Management.

We have pleasure in welcoming you to this module, Introduction to Entrepreneurship and Small Business Management, and trust that you will find it a rewarding and an interesting area of study. We will do our best to make your study of this module successful. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

You will receive feedback for the assessments during the semester. You need to ensure that you log into myUnisa regularly for updates and information about the module.

In this tutorial letter, you will find the assessment criteria, as well as instructions on the preparation and submission of the assessments. It also provides all the information you need about the prescribed study material and other resources, and how to obtain it. Please study this information carefully and make sure that you obtain the prescribed material as soon as possible. A section on general and administrative information about this module has also been included.

Unisa is a comprehensive open distance e-learning (CODeL) higher education institution. The comprehensiveness of our curricula encapsulates a range of offerings, from strictly vocational to strictly academic certificates, diplomas and degrees. Unisa's "openness" and its distance eLearning character result in many students registering at Unisa who may not have had an opportunity to enrol in higher education. Our CODeL character implies that our programmes are carefully planned and structured to ensure success for students ranging from the under-prepared but with potential to the sufficiently prepared.

Teaching and learning in a CODeL context involves multiple modes of delivery ranging from blended learning to fully online. As a default position, all post graduate programmes are offered fully online with no printed study materials, while undergraduate programmes are offered in a blended mode of delivery where printed study materials are augmented with online teaching and learning via the learner management system – myUnisa. In some instances, undergraduate programmes are offered fully online as well.

Furthermore, our programmes are aligned with the vision, mission and values of the University. Unisa's commitment to serve humanity and shape futures combined with a clear appreciation of our location on the African continent, Unisa's graduates have distinctive graduate qualities which include,

- independent, resilient, responsible and caring citizens who are able to fulfil and serve in multiple roles in their immediate and future local, national and global communities

- having a critical understanding of their location on the African continent with its histories, challenges and potential in relation to globally diverse contexts

- the ability to critically analyse and evaluate the credibility and usefulness of information and data from multiple sources in a globalised world with its ever-increasing information and data flows and competing worldviews

- how to apply their discipline-specific knowledges competently, ethically and creatively to solve real-life problems

- an awareness of their own learning and developmental needs and future potential

Because this is a fully online module, you will need to use myUnisa to study and complete the learning activities for this module. Visit the website for MNE2601 on myUnisa frequently. The website for your module is [MNE2601-23-S1/S2]. You are encouraged to log into the module site on myUnisa regularly (that is, at least twice per week).

We wish you every success with your studies!

2   MODULE OVERVIEW

2.1   Purpose

Students who have completed this module successfully will possess graduate attributes necessary to understand the uniqueness of the relationship between entrepreneurship and small business and, through sound managerial governance and entrepreneurial practices and innovation, increase the odds that their own business organisation will continue from generation to generation, contributing to job creation and economic wealth and growth. An additional purpose is to empower students to investigate alternative routes to start a business and to understand the uniqueness of the relationship between the family and its business. Students will gain knowledge on how to develop their business idea into an opportunity that can be exploited by providing a successful product or service in the emerging economies.

2.2   Outcomes

For this module, you will have to master several outcomes:

- demonstrate detailed knowledge and understanding of the introduction to entrepreneurship and small business management in emerging markets, including an understanding of the types and characteristics of entrepreneurs and how entrepreneurship contributes to the economy.

- demonstrate detailed knowledge of how to conduct a feasibility study and be able to identify elements that are unique to emerging economies.

- demonstrate an ability to evaluate, select and apply appropriate methods, procedures or techniques to show awareness of the challenges associated with starting a small business in an emerging economy.

- evaluate different sources of information and apply well-developed processes of analysing the requirements of becoming a successful entrepreneur.

- demonstrate an understanding of different forms of knowledge, schools of thought and forms of explanation to explore strategic planning in a small business environment.

- demonstrate an understanding of the ethical complications of decisions and actions within an organisational context to examine ethics, governance and sustainability in entrepreneurship and small business management in an emerging economy.

- demonstrate an ability to evaluate, select and apply appropriate methods, procedures and techniques relating to financing and to be aware of the nature of financing and the sources of finance available to an entrepreneur within an emerging market's context.

- demonstrate detailed knowledge of how to overcome obstacles in small business management and be able to grow a small business in an emerging economy.

- demonstrate detailed knowledge and understanding of concepts and methods of other ways to start a business, namely through franchising and buying an existing business.

- demonstrate detailed knowledge and understanding of the structure of a family business.

- be able to identify elements that are unique to emerging economies.

- demonstrate detailed knowledge and understanding of social entrepreneurship as another form of entrepreneurship and its importance in an emerging economy.

3 CURRICULUM TRANSFORMATION

Unisa has implemented a transformation charter, in terms of which the university has placed curriculum transformation high on the teaching and learning agenda. Curriculum transformation includes student-centred scholarship, the pedagogical renewal of teaching and assessment practices, the scholarship of teaching and learning, and the infusion of African epistemologies and philosophies. All of these will be phased in at both programme and module levels, and as a result of this you will notice a marked change in the teaching and learning strategy implemented by Unisa, together with the way in which the content is conceptualised in your modules. We encourage you to embrace these changes during your studies at Unisa in a responsive way within the framework of transformation.

4 LECTURER(S) AND CONTACT DETAILS

4.1 Lecturer(s)

The primary lecturer for this module is: Ms WT Sami
Department: Applied Management
Telephone: 012 429 2624
E-mail: samiwt@unisa.ac.za

4.2 Department

You can contact the Department of Applied Management as follows:

Telephone number: 012 429 4696
E-mail: dam@unisa.ac.za

4.3 University

Contact addresses of the various administrative departments appear on the Unisa website: http://www.unisa.ac.za/sites/corporate/default/Contact-us/Student-enquiries.

Please include the student number in all correspondence

5 RESOURCES

5.1 Prescribed book

Chiloane-Tsoka, GE. 2020. *Entrepreneurship and small business management: an emerging economies perspective*. Pretoria: Van Schaik.

5.2 Recommended book(s)

There are no recommended books for this module.

5.3 Library services and resources
The Unisa Library offers a range of information services and resources. The library has created numerous library guides, available at http://libguides.unisa.ac.za

Recommended guides :

- For brief information on the library, go to https://www.unisa.ac.za/library/libatglance
- For more detailed library information, go to
  http://www.unisa.ac.za/sites/corporate/default/Library
- Frequently Asked Questions,
  visit https://www.unisa.ac.za/sites/corporate/default/Library/Frequently-Asked-Questions
- For research support and services such as the Personal Librarian service and the Information Search Librarian's Literature
  Search Request (on your research topic) service,
  visit http://www.unisa.ac.za/sites/corporate/default/Library/Library-services/Research-support.

- For library training for undergraduate students, visit https://www.unisa.ac.za/sites/corporate/default/Library/Library-services/Training
- Lending Services https://www.unisa.ac.za/sites/corporate/default/Library/Library-services/Lending-services
- Services for Postgraduate students - https://www.unisa.ac.za/sites/corporate/default/Library/Services-for-Postgraduates
- Support and Services for students with disabilities - https://www.unisa.ac.za/sites/corporate/default/Library/Services-for-students-with-special-needs
- Library Technology Support -https://libguides.unisa.ac.za/techsupport
- Finding and using library resources and tools - http://libguides.unisa.ac.za/Research_skills
- A–Z list of library databases – https://libguides.unisa.ac.za/az.php

  Important contact information:
- Technical problems encountered in accessing library online services: Lib-help@unisa.ac.za
- General library-related queries: Library-enquiries@unisa.ac.za
- Queries related to library fines and payments: Library-fines@unisa.ac.za
- Interlibrary loan service for postgraduate students: libr-ill@unisa.ac.za
- Literature Search Service: Lib-search@unisa.ac.za
- Social media channels: Facebook: UnisaLibrary and Twitter: @UnisaLibrary

6 STUDENT SUPPORT SERVICES

The *Study @ Unisa* brochure is available on myUnisa: www.unisa.ac.za/brochures/studies

This brochure contains important information and guidelines for successful studies through Unisa.

If you need assistance with regard to the myModules system, you are welcome to use the following contact details:

- Toll-free landline: 0800 00 1870 (Select option 07 for myModules)
- E-mail: mymodules22@unisa.ac.za or myUnisaHelp@unisa.ac.za

You can access and view short videos on topics such as how to view your calendar, how to access module content, how to view announcements for modules, how to submit assessment and how to participate in forum activities via the following link: https://dtls-qa.unisa.ac.za/course/view.php?id=32130
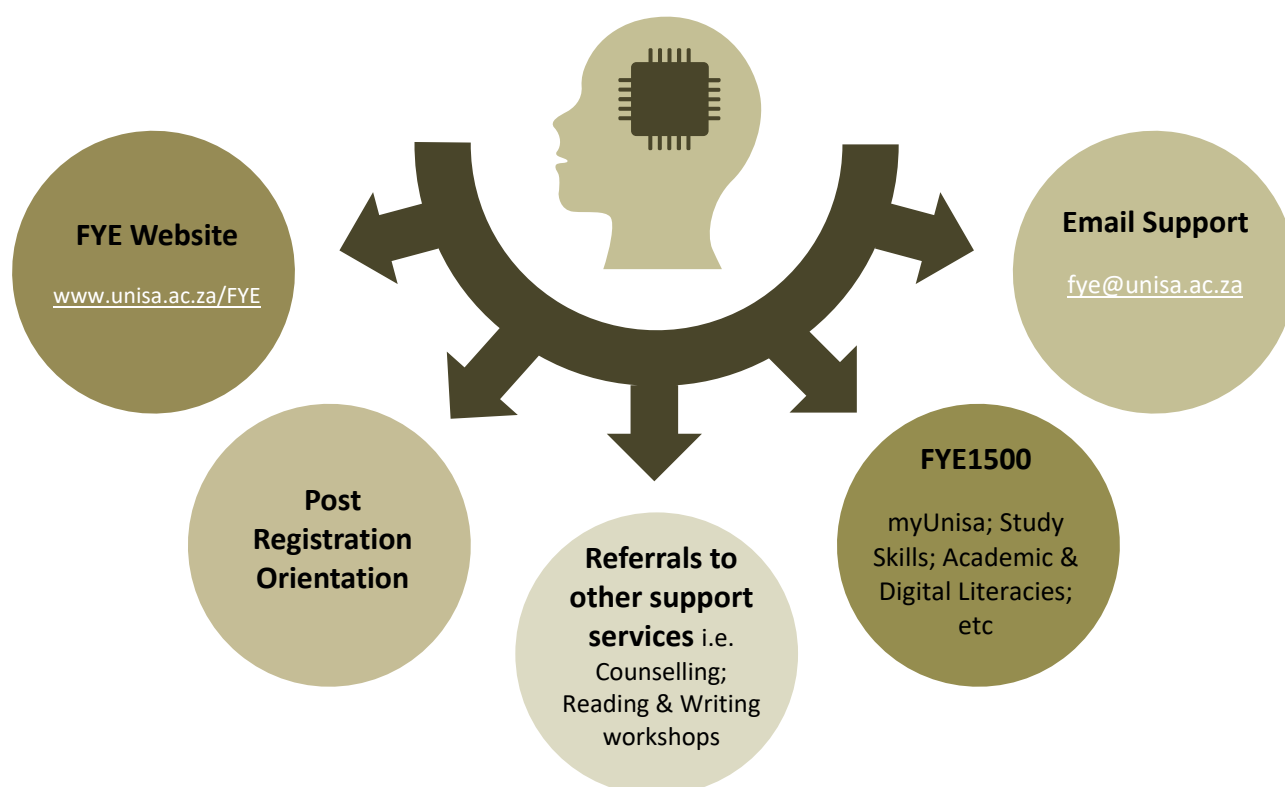
Registered Unisa students get a free myLife e-mail account. Important information, notices and updates are sent exclusively to this account. Please note that it can take up to 24 hours for your account to be activated after you have claimed it. Please do this immediately after registering at Unisa, by following this link: myLifeHelp@unisa.ac.za

Your myLife account is the **only** e-mail account recognised by Unisa for official

correspondence with the university, and will remain the official primary e-mail address on record at Unisa. You remain responsible for the management of this e-mail account.

6.1 First-Year Experience Programme

Many students find the transition from school education to tertiary education stressful. This is also true in the case of students enrolling at Unisa for the first time. Unisa is a dedicated open distance and e-learning institution, and it is very different from face-to-face/contact institutions. It is a mega university, and all our programmes are offered through either blended learning or fully online learning. It is for this reason that we thought it necessary to offer first-time students additional/extended support to help them seamlessly navigate the Unisa teaching and learning journey with little difficulty and few barriers. We therefore offer a specialised student support programme to students enrolling at Unisa for the first time – this is Unisa's First-Year Experience (FYE) Programme, designed to provide you with prompt and helpful information about services that the institution offers and how you can access information. The following FYE services are currently offered:

FYE Website
www.unisa.ac.za/FYE

Email Support
fye@unisa.ac.za

Post Registration Orientation

Referrals to other support services i.e. Counselling; Reading & Writing workshops

FYE1500
myUnisa; Study Skills; Academic & Digital Literacies; etc

To ensure that you do not miss out on important academic and support communication from the SRU, please check your myLife inbox regularly.

7. STUDY PLAN

We encourage you to draw up a study plan for the module at the start of the semester. This will depend on your schedule as well as the other commitments you have. When you have drawn up your study plan, it is important to adhere to it.

8 HOW TO STUDY ONLINE

8.1 What does it mean to study fully online?

Studying fully online modules differs completely from studying some of your other modules at Unisa.

- **All your study material and learning activities for online modules are designed to be delivered online on myUnisa.**
- **All your assignments must be submitted online.** This means that you will do all your activities and submit all your assignments on myUnisa. In other words, you may **NOT** post your assignments to Unisa using the South African Post Office.
- **All communication between you and the University happens online.** Lecturers will communicate with you via e-mail and SMS, as well as the tools on myUnisa. You can also use all these platforms to ask questions and contact your lecturers.

9. ASSESSMENT

9.1 Assessment criteria

MNE2601 is a "continuous assessment module" and therefore does not make use of a final summative examination. Instead, for this module, all your assignments will contribute towards your final result. Each of the assignments contributes a certain percentage (indicated as a weight) towards the final result, so you are able to manage your own learning throughout the semester. There will **be six (6)** assignments for this module all contributing towards your final mark. All six (6) assignments are online assignments which you will complete on myUnisa. Pay attention to the assessment criteria for each assignment as these criteria will help you to understand what is required of you.

9.2 Assessment plan

- To complete this module, you will be required to submit **six** assessments.
- All information about when and where to submit your assessments will be made available to you via the myModules site for your module.
- Due dates for assessments, as well as the actual assessments are available on the myModules site for this module.

*Because this is an online module, the assignments are not provided in this tutorial letter. Instead, the assignments are provided online as they become due. You will see them when you go online.

You can only complete your assignments for this module electronically via myUnisa by making use of the "Assessment" tool. **We advise you NOT to wait until the last date provided before you submit your assignments on myUnisa**, as the system might be very busy or down for routine maintenance.

The following is a breakdown of the formal assessment activities as they become due during the year:

Assignment number	Weight	Type of assessment
1	5%	MCQ
2	10%	MCQ
3	30%	Written
4	10%	MCQ
5	5%	MCQ
6	40%	Written

9.3 Assessment due dates

- There are no assignment **due dates** included in this tutorial letter.

- Assignment due dates will be made available to you on the myUnisa landing page for this module. We envisage that the due dates will be available to you upon registration.

- Please start working on your assessments as soon as you register for the module.

- Log on to the myUnisa site for this module to obtain more information on the due dates for the submission of the assessments.

9.4 Submission of assessments

- Unisa, as a comprehensive open distance e-learning institution (CODeL), is moving towards becoming an online institution. You will therefore see that all your study material, assessments and engagements with your lecturer and fellow students will take place online. We use myUnisa as our virtual campus.

- The myUnisa virtual campus will offer students access to the myModules site, where learning material will be available online and where assessments should be completed. This is an online system that is used to administer, document, and deliver educational material to students and support engagement between academics and students.

- The myUnisa platform can be accessed via https://my.unisa.ac.za. Click on the myModules 2024 button to access the online sites for the modules that you are registered for.

- The university undertakes to communicate clearly and as frequently as is necessary to ensure that you obtain the greatest benefit from the use of the myModules learning management system. Please access the announcements on your myModules site regularly, as this is where your lecturer will post important information to be shared with you.

- When you access your myModules site for the module/s you are registered for, you will see a welcome message posted by your lecturer. Below the welcome message you will see the assessment shells for the assessments that you need to complete. Some assessments may be multiple choice, some tests, others written assessments, some forum discussions, and so on. All assessments must be completed on the assessment shells available on the respective module platforms.

- To complete quiz assessments, please log on to the module site where you need to complete the assessment. Click on the relevant assessment shell (Assessment 1, Assessment 2, etc.). There will be a date on which the assessment will open for you. When the assessment is open, access the quiz online and complete it within the time available to you. Quiz assessment questions are not included in this tutorial letter (Tutorial Letter 101) and are only made available online. You must therefore access the quiz online and complete it online where the quiz has been created.

- It is not advisable to use a cell phone to complete the quiz. Please use a desktop computer, tablet or laptop when completing the quiz. Students who use a cell phone find it difficult to navigate the **Online Assessment** tool on the small screen and often struggle to navigate between questions and successfully complete the quizzes. In addition, cell phones are more vulnerable to dropped internet connections than other devices. **If at all possible, please do not use a cell phone for this assessment type**.

- For written assessments, please note the due date by which the assessment must be submitted. Ensure that you follow the guidelines given by your lecturer to complete the assessment. Click on the submission button on the relevant assessment shell on myModules. You will then be able to upload your written assessment on the myModules site of the modules that you are registered for. Before you finalise the upload, double check that you have selected the correct file for upload. Remember, no marks can be allocated for incorrectly submitted assessments.

9.4.1 Types of assignments and descriptions

All assignments are defined as either optional, mandatory, compulsory, or elective.

- **Elective assignments**
  - If not submitted, the student gets no mark for this item.
  - The best of the required submissions will count.
- **Mandatory assignments**
  - If not submitted, the student gets no mark for this item.
- **Compulsory assignments**
  - If not submitted, the result on the student's academic record will be *absent.*

- **Optional assignments** – You are encouraged as a student to do optional assignment so that it may benefit your learning.

I. **Elective assignments**
   a. the student is given a choice of which assignments within an identified group to submit, only the best result(-s), the number of which is specified in advance, will contribute towards the year mark.
   b. elective assignments must also be grouped into an elective group.
   c. for the student to select which assignment to submit, the elective assignments must be grouped together. For such an elective group, relevant information must be provided to the student, such as how many of the assignments must be submitted and how many of the assignment marks should be combined into the year mark.
   d. The selection criteria define how marks received for assignments in an elective group are to be combined into the year mark. Three different criteria may be used for calculating the year mark:
      - The best mark should be used, or
      - If the student submits fewer than the required number of assignments per group or no assignment in a group, a mark of 0% will be used.
      - 0% is awarded to all non-submitted or unmarked assessments. A best mark is then calculated from all items.

II. **Mandatory assignments**
   a. contribute to the year mark.
   b. If a student fails to submit a mandatory assignment, no mark is awarded and the year mark is calculated accordingly. The student will therefore forfeit the marks attached to this assignment when the final mark for the module is calculated.

III. **Compulsory Assessment**
   a. when not submitted, the student will fail a Continuous Assessment module but will be shown as absent from the examination in the case of other modules.

IV. **Optional assignments** – You are encouraged as a student to do optional assignment so that it may benefit your learning.

10. ACADEMIC DISHONESTY

10.1 Plagiarism

Plagiarism is the act of taking the words, ideas and thoughts of others and presenting them as your own. It is a form of theft. Plagiarism includes the following forms of academic dishonesty:

- Copying and pasting from any source without acknowledging the source.
- Not including references or deliberately inserting incorrect bibliographic information.
- Paraphrasing without acknowledging the original source of the information.

10.2 Cheating

Cheating includes, but is not limited to, the following:

- Completing assessments on behalf of another student, copying the work of another student during an assessment, or allowing another student to copy your work.

- Using social media (e.g. WhatsApp, Telegram) or other platforms to disseminate assessment information.
- Submitting corrupt or irrelevant files, this forms part of examination guidelines
- Buying completed answers from so-called "tutors" or internet sites (contract cheating).

10.3 For more information about plagiarism, follow the link below:

https://www.unisa.ac.za/sites/myunisa/default/Study-@-Unisa/Student-values-and-rules

11. STUDENTS LIVING WITH DISABILITIES

The Advocacy and Resource Centre for Students with Disabilities (ARCSWiD) provides an opportunity for staff to interact with first-time and returning students with disabilities.

If you are a student with a disability and would like additional support or need additional time for assessments, you are invited to contact (WT SAMI at samiwt@unisa.ac.za) to discuss the assistance that you need.

12. IN CLOSING

Do not hesitate to contact us by e-mail if you are experiencing problems with the content of this tutorial letter or with any academic aspect of the module.

We wish you a fascinating and satisfying journey through the learning material, and trust that you will complete the module successfully.

Enjoy the journey!

WT Sami – lecturer for MNE2601

DEPARTMENT OF APPLIED MANAGEMENT