

# Master of Entrepreneurship & Innovation (MEI)

## - Subject Outlines -

### **Entrepreneurial Intention, New Venture and Innovation**

This subject combines theory and experiential assignments to introduce the principles of creativity and innovation.

Extensive areas of innovation are explored, including:

- The role of innovation for growth and wealth creation
- Effective innovation processes
- Associated management issues

**Subject Start Date** – 28 April 2017

### **Opportunity Discovery, Creativity and Design**

This subject aims to critically reflect on real world innovations and entrepreneurial practice using key ideas, concepts, models, procedures, tools, methods and literature in the innovation and entrepreneurship disciplinary environment.

Design and discovery principles are applied in order to discover and test product-market fit.

**Subject Start Date** – 7 July 2017

### **Venture Planning**

The focus of this subject is on opportunity analysis and evaluation tools, business planning, growth potential and implementation planning as well as investment decision-making.

This subject is largely process orientated. The processes and evaluation techniques taught in this subject can be applied to entrepreneurship and innovation in any context: new businesses, existing businesses (small or large), not-for-profit, public service.

**Subject Start Date** – 4 August 2017

### **Project Management in Entrepreneurial Ventures**

This subject aims to understand the decisions and tasks that emerge during the phases of the entrepreneurial life cycle, such as: opportunity recognition process stage; opportunity evaluation stage; committing the resources; market entry; full launch and growth; maturity and expansion and liquidity event.

The importance of developing project management capabilities and competences with an entrepreneurial venture is also explored.

**Subject Start Date** – 6 October 2017

### **Social Entrepreneurship**

This subject explores how social entrepreneurs apply traditional (private-sector) entrepreneurship focus on innovation, risk taking and large scale transformation to social problem solving in the social enterprise sector.

Besides learning about theory and practice of social entrepreneurs, participants will be engaged in active learning by using practical tools for starting a social venture.

**Subject Start Date** – 28 April 2017

### **Entrepreneurial Finance**

The aim of this subject is to equip entrepreneurs with the financial literacy they need to understand and model the financial implications of business decisions and to communicate effectively with accounting and finance professionals.

Traditional business financial principles are taught from the perspective of the needs of a start-up venture.

**Subject Start Date** – 2 February 2018

## ENTREPRENEURIAL INTENTION, NEW VENTURE AND INNOVATION

<b>Start Date</b>	April 2017	
<b>Unit Code</b>	ENT70018	
<b>Unit Title</b>	Entrepreneurial Intention, New Venture and Innovation	
<b>Owing Organisation Unit</b>	Department of Business, Technology & Entrepreneurship	
<b>Duration</b>	One Semester or equivalent	
<b>Total Contact Hours</b>	36 hours	
<b>Requisites:</b>		
	<b>Pre-requisites</b>	Nil
	<b>Co-requisites</b>	n/a
	<b>Concurrent prerequisites</b>	n/a
	<b>Anti-requisites</b>	n/a
	<b>Assumed knowledge</b>	n/a
<b>Credit Points</b>	12.5	
<b>Assessment</b>	Continuous: 100%	Post-unit Examination: 0%
<b>Grading Schema</b>	HED Graded Mark	
<b>Delivery Location:</b>	<input checked="" type="checkbox"/> On-campus <input type="checkbox"/> Sarawak <input type="checkbox"/> OUA <input type="checkbox"/> SOL <input type="checkbox"/> Other:.....	

### Aims

This unit combines theory and experiential assignments to introduce the principles of creativity and innovation. It examines areas including the role of innovation for growth and wealth creation, effective innovation processes and the associated management issues. Students will apply a number of practical tools to aid the creative process.

### Unit Learning Outcomes (ULO)

Students who successfully complete this unit will be able to:

1. Apply coherent and advanced knowledge of new venture creation and innovation and the corporate lifecycle
2. Critically evaluate how established corporations can renew and revitalise through innovation and corporate activities.
3. Critically evaluate the role of creative individuals on the corporate environment.
4. Communicate proficiently in a professional manner as a member or leader of a diverse group of people.

### Key Generic Skills

During this unit students will receive feedback on the following key generic skills:

Teamwork skills

- Analysis skills
- Problem solving skills
- Ability to tackle unfamiliar problems
- Ability to work independently

### Content

- Business opportunity discovery, evaluation and exploitation in all phases of the corporate lifecycle (formation, growth, restructuring, succession)
- Entrepreneurial thinking

- Macro environment and innovation / Micro environment and the innovation process in a firm
- Forecasting methods & scenario techniques
- Corporate renewal and revitalisation through innovation and entrepreneurial activities
- Innovation process, open innovation and business model
- Technological innovation and its adaptation and diffusion
- Protection of IP

## Learning and Teaching Structure

3 Hour Class per week or block mode

### Assessment Details

Types	Individual or Group task	Weighting	Assesses attainment of these ULOs
Test	Individual	30-40%	1,2,3
Applied Project	Group	40-50%	1,2,3,4
Presentation	Group	20-30%	1,2,3,4

### Hurdle requirements

Nil

### Reference Materials

Students are advised to check the unit outline in the relevant teaching period for appropriate textbooks and further reading

**OPPORTUNITY DISCOVERY, CREATIVITY AND DESIGN**

<b>Start Date</b>	July 2017	
<b>Unit Code</b>	ENT60009	
<b>Unit Title</b>	Opportunity Discovery, Creativity and Design	
<b>Duration</b>	One semester or equivalent	
<b>Total Contact Hours</b>	36 hours	
<b>Requisites:</b>		
	<b>Pre-requisites</b>	Nil
	<b>Co-requisites</b>	Nil
	<b>Concurrent pre-requisites</b>	Nil
	<b>Anti-requisites</b>	Nil
	<b>Assumed knowledge</b>	Nil
<b>Credit Points</b>	12.5	
<b>Assessment</b>	Continuous: 100%	Post-unit Examination: 0%
<b>Grading Schema</b>	HED Graded Mark	
<b>Delivery Location:</b>	<input checked="" type="checkbox"/> On-campus <input type="checkbox"/> Sarawak <input type="checkbox"/> OUA <input type="checkbox"/> SOL <input type="checkbox"/> Other:.....	

**Aims**

This unit provides the fundamental knowledge base and skills necessary for anyone wishing to study or work as an innovator and/or entrepreneur. The processes and evaluation techniques taught in this unit can be applied to entrepreneurship and innovation in any context: new businesses, existing businesses (small or large), not-for-profit, public service. The unit aims to critically reflect on real world innovations and entrepreneurial practice using key ideas, concepts, models, procedures, tools, methods and literature in the innovation and entrepreneurship disciplinary environment. Design and discovery principles are applied in order to discover and test product-market fit.

**Unit Learning Outcomes (ULO)**

Students who successfully complete this unit will be able to:

1. Apply coherent and advanced knowledge concepts, techniques and tools in regards to discovery and development of entrepreneurial opportunities
2. Apply the fundamentals of entrepreneurship to develop business skills and apply for customer development.
3. Critically analyse business models in startup development and develop skills in building business models
4. Demonstrate integrity, ethical conduct, accountability, respect and a developing awareness of professional practices and cultural norms in a global and sustainable context
5. Work collaboratively in groups analysing, presenting and applying a range of startup tools in order to discover and develop the opportunity

**Key Generic Skills**

Swinburne University of Technology works to produce higher education graduates who are capable in their chosen profession. Learners bring to Swinburne University of Technology a diverse wealth of experiences and graduate with individual understandings, abilities and attitudes.

Within this context it is the intent of unit Corporate Governance and Leadership that students develop the following key generic skills:

- Leadership skills
- Teamwork skills
- Analysis skills
- Problem solving skills
- Communication skills
- Ability to tackle unfamiliar problems
- Ability to work independently

## Content

- Creativity and design thinking
- Opportunity Discovery
- Creativity within organisations
- Innovative business models and business strategies
- The design thinking cycle (problem definition, design, iteration, prototyping, action and reflection)
- Hybrid value chain and the co-creation approach

## Learning and Teaching Structure

Class 3 hours per week

## Assessment Details

Types	Individual or Group task	Weighting	Assesses attainment of these ULOs
Report and presentation	Individual	45-65%	1, 2, 3, 4
Presentation	Group	35-45%	5

## Hurdle requirements

Nil

## Reference Materials

Students are advised to check the unit outline in the relevant teaching period for appropriate textbooks and further reading

## VENTURE PLANNING

<b>Start Date</b>	August 2017
<b>Unit Code</b>	ENT70019
<b>Unit Title</b>	Venture Planning
<b>Duration</b>	One Semester or equivalent
<b>Total Contact Hours</b>	36 hours
<b>Requisites:</b>	
<b>Pre-requisites</b>	ENT60009 Opportunity Discovery, Creativity and Design
<b>Co-requisites</b>	n/a
<b>Concurrent pre-requisites</b>	n/a
<b>Anti-requisites</b>	ENT70013 Opportunity Evaluation
<b>Assumed knowledge</b>	n/a
<b>Credit Points</b>	12.5
<b>Assessment</b>	Continuous: 100% Post-unit Examination: 0%
<b>Grading Schema</b>	HED Graded Mark
<b>Delivery Location:</b>	On-campus

### Aims

This unit builds on Opportunity Discovery, Creativity and Design (ENT60009) (stage 1) and aims at designing and implementing an opportunity evaluation and feasibility approach to meet a business or societal need. The focus of this unit is on opportunity analysis and evaluation tools, business planning, growth potential and implementation planning as well as investment decision-making. This unit is largely process orientated. The processes and evaluation techniques taught in this unit can be applied to entrepreneurship and innovation in any context: new businesses, existing businesses (small or large), not-for-profit, public service.

### Unit Learning Outcomes (ULO)

Student who successfully complete this unit will be able to:

1. Apply coherent and advanced knowledge of opportunity evaluation, scenario planning and forecasting
2. Apply knowledge and understanding to an applied research in project management practice within an entrepreneurial context
3. Apply problem solving, design and decision-making methodologies to identify and provide innovative solutions to complex problems with intellectual independence
4. Communicate proficiently in a professional manner as a member or leader of a diverse group of people

### Key Generic Skills

During this unit students will receive feedback on the following key generic skills:

- problem solving skills
- analysis skills
- communication skills
- ability to tackle unfamiliar problems

### Content

- Entrepreneurial opportunities and revise the business model toward a fundable, sustainable plan for implementation, i.e. convert a business idea into a business plan which embraces all relevant elements of strategic and operative planning
- Tools and research technique for opportunity evaluation and implementation, i.e. understand objectives, structure, and the most important elements of a business plan
- Scenario thinking and forecasting methods
- Structuring and modelling of quantitative information

- Evaluating business opportunities through market research
- Developing the Minimum Viable Product (MVP)
- Customer Validation and value proposition
- Presenting the Business Plan with confidence

## Learning and Teaching Structure

3 Hour Class per week or block mode

### Assessment Details

Types	Individual or Group task	Weighting	UOs assessed
Assignments	Individual	50-70%	1,2,3,
Presentation	Group	30-40%	1,3,4

### Hurdle requirements

Nil

### Reference Materials

Students are advised to check the unit outline in the relevant teaching period for appropriate textbooks and further reading

## PROJECT MANAGEMENT IN ENTREPRENEURIAL VENTURES

<b>Start Date</b>	October 2017	
<b>Unit Code</b>	ENT60007	
<b>Unit Title</b>	<b>PROJECT MANAGEMENT IN ENTREPRENEURIAL VENTURES</b>	
<b>Duration</b>	1 Semester or equivalent	
<b>Total Contact Hours</b>	36 hours	
<b>Requisites:</b>		
	<b>Pre-requisites</b>	Nil
	<b>Co-requisites</b>	Nil
	<b>Concurrent pre-requisites</b>	Nil
	<b>Anti-requisites</b>	Nil
	<b>Assumed knowledge</b>	
<b>Credit Points</b>	12.5	
<b>Assessment</b>	Continuous: 100%	Post-unit Examination: 0%
<b>Grading Schema</b>	HED Graded Mark	
<b>Location</b>	On campus, Blended	

### Aims

This unit aims to understand the decisions and tasks that emerge during the phases of the entrepreneurial life cycle, such as: opportunity recognition process stage; opportunity evaluation stage; committing the resources; market entry; full launch and growth; maturity and expansion and liquidity event. The unit also aims to provide students with an understanding of the importance of developing project management capabilities and competences within an entrepreneurial venture in such a way that it captures organisational learning and influences, as well as establishing a process that clearly aligns project selection to enterprise strategy. The unit will critically analyse personal opportunities to develop entrepreneurial activities within the student's own role.

### Unit Learning Outcomes (ULO)

Students who successfully complete this unit will be able to:

1. Apply critical and advanced knowledge of the role of the enterprising leader in project management.
2. Critically evaluate the role of interdisciplinary teams and key stakeholders in supporting projects and operations within the entrepreneurial firm using a group perspective.
3. Critically analyse how a business develops capacity for entrepreneurial activity in response to the changes in its environment.
4. Develop skills in communicating project management plans that meet the needs of an entrepreneurial firm in complex environments.
5. Apply knowledge and understanding to an applied group research project using project management practice within an entrepreneurial context.
6. Analyse entrepreneurial growth scenarios and develop innovative project management approaches to deal with the problems that occur during the stages of growth.

## Key Generic Skills

During this unit students will receive feedback on the following key generic skills:

- Teamwork skills
- Problem solving skills
- Analysis skills
- Communication skills
- Ability to tackle unfamiliar problems, and
- Ability to work independently

## Content

- Understanding the terms: what is an entrepreneur, an intrapreneur and a professional manager. What are their characteristics and traits.
- The role of the enterprising leader in project management
- The entrepreneurial life cycle and the role project management plays
- Determinants of a viable entrepreneurial project
- Conditions which stimulate the emergence of enterprise and entrepreneurship
- Understanding the strategic orientation of your enterprising business
- The benefit(s) of feasibility studies
- Negotiation within the entrepreneurial firm and project management
- How to understand and analyse risk in entrepreneurial ventures and during its life cycle
- Managing and dealing with limited resources
- Funding sources for entrepreneurial projects

## Learning and Teaching Structure

3 hour classes or block mode

### Assessment Details

Types	Individual or Group task	Weighting	Assesses attainment of these ULOs
		(normally 10% range)	
1. Business analysis	Group	30-40%	1,3,4,5,6,
2. Self-reflective journal	Individual	30-50%	1,2
3. Research project	Group	20- 30%	1,3,4,5,6

### Reference Materials\*.

*\*For Course Search the following text will be published for all FBL units:*

*Students are advised to check the unit outline in the relevant teaching period for appropriate textbooks and further reading.*

## SOCIAL ENTREPRENEURSHIP

<b>Start Date</b>	April 2017	
<b>Unit Code</b>	ENT80018	
<b>Unit Title</b>	Social Entrepreneurship	
<b>Duration</b>	One Teaching Period	
<b>Total Contact Hours</b>	36 hours	
<b>Requisites:</b>		
	<b>Pre-requisites</b>	Nil
	<b>Co-requisites</b>	n/a
	<b>Concurrent pre-requisites</b>	n/a
	<b>Anti-requisites</b>	n/a
	<b>Assumed knowledge</b>	n/a
<b>Credit Points</b>	12.5	
<b>Assessment</b>	Continuous: 100%	Post-unit Examination: 0%
<b>Grading Schema</b>	HED Graded Mark	
<b>Delivery Location:</b>	On-campus	

### Aims

The aim of this unit of study is to help students develop a better understanding of the role of the social enterprise and entrepreneurial activity in creating diverse forms of value that help sustain our communities and societies. The unit explores how social entrepreneurs apply traditional (private-sector) entrepreneurship focus on innovation, risk taking and large scale transformation to social problem solving in the social enterprise sector. Besides learning about theory and practice of social entrepreneurs, students will be engaged in active learning by using practical tools for starting a social venture.

### Unit Learning Outcomes (ULO)

After successfully completing this unit, you will be able to:

1. Critically analyse and apply theories and information drawn from literature, research and personal experience to develop a personal model of social entrepreneurship and innovation.
2. Critically analyse and reflect on the essentials of social and financial value creation and apply scale up strategies for a social enterprise.
3. Self-reflect to build self-awareness, identify personal ethical stance and develop experiential learning skills in relation to social entrepreneurship.
4. Communicate proficiently in a professional manner as a member or leader of a diverse group of people

### Key Generic Skills

This unit aims to achieve the following in our students:

- Entrepreneurial skills in contributing to innovation and development within your (social) business, workplace or community
- Leadership skills
- Sustainability skills for effective and ethical behaviour in work and community situations
- Adaptable and able to manage change
- Skills to manage innovation networks
- Social marketing (online) and communication skills
- Stakeholder management, network and group skills

### Content

- Concepts of social entrepreneurship, social enterprise and the role of sustainability.

- Impact of social entrepreneurship on economies and markets, international perspective.
- Business ethics, corporate social responsibility: Complete vision framework.
- Open Innovation and disruptive innovation for social change through brand communities, networks and alliances.
- Business models for social enterprise development and growth.

## Learning and Teaching Structure

The unit is offered either weekly or in block mode. Weekly mode comprises 12 sessions of 3 hours over a 12 week semester. Block mode comprises 6 fortnightly sessions of 6 hours over a 12 week semester. Total workload for student is 12 hours per week.

## Assessment Details

Types	Individual or Group task	Weighting	Assesses attainment of these ULOs
Social Enterprise Project Report	Individual	40-60%	1,2, 4
Social Enterprise Project Report	Group	20-30%	1, 4
Presentation	Individual	10-20%	2, 3
Presentation	Group	10-20%	2, 3

## Hurdle requirements

Nil

## Reference Materials

Students are advised to check the unit outline in the relevant teaching period for appropriate textbooks and further reading

## ENTREPRENEURIAL FINANCE

<b>Start Date</b>	February 2018	
<b>Unit Code</b>	FIN60004	
<b>Unit Title</b>	Entrepreneurial Finance	
<b>Duration</b>	One Semester or equivalent	
<b>Total Contact Hours</b>	36 contact hours	
<b>Requisites:</b>		
	<b>Pre-requisites</b>	Nil
	<b>Co-requisites</b>	Nil
	<b>Concurrent pre-requisites</b>	Nil
	<b>Anti-requisites</b>	Nil
	<b>Assumed knowledge</b>	Nil
<b>Credit Points</b>	12.5	
<b>Assessment</b>	Continuous: 100%	Post-unit Examination: 0%
<b>Grading Schema</b>	HED Graded Mark	
<b>Delivery Location:</b>	<input checked="" type="checkbox"/> On-campus <input type="checkbox"/> Sarawak <input type="checkbox"/> OUA <input type="checkbox"/> SOL <input type="checkbox"/> Other:.....	

### Aims

This unit aims to equip entrepreneurs with the financial literacy they need to understand and model the financial implications of business decisions and to communicate effectively with accounting and finance professionals. Traditional business financial principles are taught from the perspective of the needs of a start-up venture. Theory and models are complemented with case studies and speakers illustrating the new venture financing options available to Australian entrepreneurs.

### Unit Learning Outcomes (ULO)

Students successfully completing this unit will be able to:

1. Critically evaluate a flexible financial model for a new venture
2. Critically evaluate the sources of funding available to new ventures and match potential sources to individual venture needs
3. Critically evaluate the funding needs, including timing, to launch and grow a new venture
4. Apply advanced and coherent knowledge of business valuation techniques in the context of new and growing ventures
5. Working collaboratively on a real business venture design and present a proposal for funding that is consistent with venture needs and financial stakeholder perspectives.

### Key Generic Skills

During this unit students will receive feedback on the following key generic skills:

- problem solving skills
- analysis skills
- communication skills
- ability to tackle unfamiliar problems, and
- ability to work independently

### Content

- The basic financial statements and how entrepreneurs use them
- The difference between finance for entrepreneurs and established businesses

- Developing a financial model for a new venture
- Business valuation principles and methods
- Sources of funding for entrepreneurial ventures
- Developing a funding strategy for a new venture

## Learning and Teaching Structure

3 hour class per week or block mode

## Assessment Details

Types	Individual or Group task	Weighting	Assesses attainment of these ULOs
Assignment(s)	Individual	40-60%	1, 2, 4
Presentations	Group	40-60%	All

## Hurdle requirements

Nil

## Reference Materials

Reading materials for this unit consists of a series of peer-reviewed journal articles. Students are advised to check the unit outline in the relevant teaching period for the list of reading material.