

ISYS90039 Innovation & Entrepreneurship in IT

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 36 hours over the semester (block mode) Total Time Commitment: 10 hours per week, 120 hours in total
Prerequisites:	Students who are enrolled in the two year 200 point Master of Information Systems must have completed 50 points of study to enrol in this subject.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	It is University policy to take all reasonable steps to minimise the impact of disability upon academic study and reasonable steps will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact upon their active and safe participation in a subject are encouraged to discuss this with the relevant subject coordinator and the Disability Liaison Unit.
Coordinator:	Dr Sean Maynard
Contact:	Email: peter.t@unimelb.edu.au (mailto:peter.t@unimelb.edu.au)
Subject Overview:	<p>This subject asks the question ³what makes a successful entrepreneur?² It's a complex topic and the subject of heated debate in the business, education and the economics communities, and also in discussions of international development, sustainability and social philanthropy. The way we will approach this subject is by looking at the behaviours, attitudes, values and skills that entrepreneurs need to create the climate for successful innovation - whether they are entrepreneurs starting new ventures or 'intrapreneurs' in large organisations. What you will discover in this subject is that innovation isn't just about having great ideas, and that entrepreneurs aren't who you think they are. The subject will do this by looking at topics such as how innovation works and how it can be managed, different modes of entrepreneurialism, how entrepreneurs think and how to create, build and sustain an entrepreneurial business. The subject comprises</p> <p>6 themes: 'Making New Things', a survey of current thinking about innovation and entrepreneurship; 'The Customers' Point of View', looking at techniques for understanding customers and consumer-led innovation; 'Everything is Negotiable', including work done at the Harvard negotiation project on win/win negotiation and emotional negotiation; 'Everyone Needs Help', exploring the ways entrepreneurs create support networks to help them be successful innovation and mentoring; and finally 'Inspire People' - an examination of the importance of vision and commitment in innovation and entrepreneurship. The subject involves advanced learning activities including case-based, experiential, and team-based approaches. And it will be fun.</p>
Objectives:	<p>Contribution to MIS objectives</p> <p>This subject will help you to gain a broad business and real world perspective, together with experience in applying business communication, interpersonal, and team skills to real situations, while honing your critical thinking and analytical skills through a mixture of advanced teaching models including case-based, social-media supported, experiential, and team-based approaches.</p>

	<p>Contribution to career options</p> <p>An entrepreneurial orientation and an understanding of how to stimulate innovation is a pre-requisite for employment in many industries. It's essential for those wishing to start new ventures, changing careers, seeking promotion, thinking of starting a consultancy practice, updating qualifications, moving to a new company, and will help you understand how to move from a technical trajectory to a management, consulting and leadership career path.#</p> <p>Key Learning Outcomes</p> <p>The Key learning outcomes we intend you to achieve in this course are:</p> <ol style="list-style-type: none"> 1 You will acquire an understanding of entrepreneurship and innovation; 2 You will be able to apply this understanding to your individual learning goals; 3 You will be able to move on to integrate your understanding into your chosen academic, career or personal development path
Assessment:	Students create a portfolio of learning resources, hosted on platforms like Blogger, Facebook, Twitter, Evernote and Vimeo (amongst others). The portfolio will be graded at a formative waypoint that provides feedback on your progress (50%) during the semester and a summative waypoint (50%) at the end of semester. Assessment is against the following criteria: (1) the depth of analysis evident in the portfolio; (2) the presentation / style of the portfolio that is appropriate for its audience; (3) how well the portfolio meets deadlines, length, and basic quality measures; (4) the demonstration of critical reflection.
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Students should develop skills in report writing, oral communication, independent learning skills, public presentation and teamwork.
Links to further information:	http://www.cis.unimelb.edu.au
Related Course(s):	Bachelor of Information Systems (Degree with Honours) Master of Information Systems Master of Information Systems Master of Information Systems