

950-801 Technology Entrepreneurship

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| Credit Points: | 12.500 |
| Level: | Graduate/Postgraduate |
| Dates & Locations: | 2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. 2 x 3 full-days teaching blocks run 1 month apart |
| Time Commitment: | Contact Hours: 36 Total Time Commitment: 120 hours |
| Prerequisites: | Students must be enrolled in the Graduate Certificate in Commercialisation for Research Students. |
| Corequisites: | None |
| Recommended Background Knowledge: | None |
| Non Allowed Subjects: | None |
| Core Participation Requirements: | <p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p> |
| Subject Overview: | The Technology Entrepreneurship course will be taught in 2 x 3 day teaching blocks, each block one month apart. Topics to be covered will include business plan development, understanding capital markets, valuation of early stage business, understanding marketing, creating a sustainable competitive advantage from new ideas, sourcing capital for "seeding" an idea or growth, managing intellectual property, and establishing an exit strategy (initial public offering or trade sale). Panel discussions will include Australian CEOs of ASX listed/private technology companies to discuss strategic and operational management of early stage enterprises, Vice Presidents of Business Development to discuss building new markets, and leading Venture Capitalists on accessing seed and early round financing. |
| Assessment: | <ul style="list-style-type: none"> • Class participation (10%) • Company review - no more than 2,000 words (35%) • Case study analysis - no more than 5000 words (55%) |
| 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 |
| Links to further information: | www.gradstudies.unimelb.edu.au/prog_services/programs/CTS/index.html |
| Related Course(s): | Graduate Certificate in Commercialisation for Research Students |