

## 615-661 Innovation & Entrepreneurship in IT

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Total Time Commitment: Not available
<b>Prerequisites:</b>	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.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	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.
<b>Coordinator:</b>	Prof Peter Thomas
<b>Subject Overview:</b>	This subject examines the process of innovation and the role of the entrepreneur in the context of IT. The focus is on the behaviours, attitudes, values and skills that people need to create the climate for successful innovation, whether they are entrepreneurs starting new ventures or managers in large organisations. Six key topics are covered under the headings of innovative practices: 'Making new things', which surveys current thinking about innovation and entrepreneurship; 'The customers' point of view', which looks at techniques for understanding users and customers, including consumer-led innovation; 'Everything is negotiable', including work done at the Harvard negotiation project on win/win negotiation and emotional negotiation; 'Making fast decisions' which examines the impact of different styles of decision-making; 'Everyone needs help', which examines supportive contexts needed for innovation and mentoring; and finally 'Inspire people', including an examination of the role of vision and commitment. This subject will help students gain a broad business and real world perspective in the context of IT, together with experience in applying business communication, interpersonal, and team skills to real situations. The subject involves advanced teaching activities including case-based, experiential, and team-based approaches.
<b>Assessment:</b>	A small group assignment consisting of a presentation early in semester (10%); one individual written assignment of 4,000 words (60%) due towards the end of semester; and one individual presentation (30%) also due towards the end of semester.
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	Students should develop skills in report writing, oral communication, independent learning skills, public presentation and teamwork.
<b>Links to further information:</b>	<a href="http://www.dis.unimelb.edu.au/current/postgrad/subjects/index.html">http://www.dis.unimelb.edu.au/current/postgrad/subjects/index.html</a>
<b>Related Course(s):</b>	Master of Business Administration/Master of Information Systems

Master of Information Systems  
Master of Information Systems  
Master of Information Systems (Coursework)  
Master of Information Systems/Postgraduate Diploma in Management  
Master of Information Technology