

MGMT30006 Managing Entrepreneurship and Innovation

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study.
Prerequisites:	MGMT10002 Managing and Leading Organisations (../view/current/MGMT10002) and at least 12.5 points of level-2 subjects taught by the Department of Management (prefix 325-).
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Mr Paul Evans
Contact:	evansp@unimelb.edu.au (mailto:evansp@unimelb.edu.au)
Subject Overview:	The subject is systematically organised around the creation, assessment, growth development, and operation of new and emerging ventures. The subject consists of six parts: Part 1 introduces the emerging world of entrepreneurship and looks at entrepreneurial activity of countries in the Asia-Pacific. The concept of entrepreneurship is introduced as an emerging strategy. Part 2 explores creativity for individuals and the concept of innovation. Part 3 focuses on the development of an entrepreneurial plan, including assessment of regulatory, competitive and local environments and their effect on new and emerging ventures. Part 4 is concerned with the methods of assessing new ventures and business opportunities as well as certain proprietary protections (patents, copyrights and trademarks). Part 5 focuses on the growth and development of entrepreneurial ventures. The need for strategic planning, the challenge of managing entrepreneurial growth, and the global opportunities available to entrepreneurs are also discussed. Finally in Part 6 we look at the challenges facing growing entrepreneurial ventures from a family business perspective, such as management succession, ethics and social entrepreneurship.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> • Explain the importance of entrepreneurs and examine the entrepreneurial revolution taking place today • Explain the major theories and models of entrepreneurship and innovation management and apply to the analysis of case study problems • Describe the interactive process of entrepreneurship and how to develop an entrepreneurial strategy. • Evaluate and discuss the most commonly cited characteristics found in successful entrepreneurs

Assessment:	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	Frederick, H.H., Kuratko, D.F., and Hodgetts, R.M., 2007. Entrepreneurship: Theory and Practice (Asia-Pacific edition), Thomson, Australia.
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2012/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2012/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2012/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2012/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2012/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2012/B-ENG) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject students should have improved the following generic skills:</p> <ul style="list-style-type: none"> • Problem solving and critical thinking, through application of theoretical material to actual case studies; • Collaborative learning and teamwork; • Evaluation and analysis of data and theoretical information; • Accessing data and other research information from a range of sources, including electronic and written forms; and • Oral and written communication
Related Breadth Track(s):	Entrepreneurship & Innovation