

MGMT90174 New Value Creation

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2014.
Time Commitment:	Contact Hours: 20 hours of seminars taught intensively over 5 days. 2 x 3 hour group case analysis sessions (held on two evenings from 6-9pm during the intensive week) Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	Entry into the Master of Enterprise.
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>
Contact:	Melbourne Business School @ Berkeley Street Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Email: mbs-enquiries@unimelb.edu.au (mailto:mbs-enquiries@unimelb.edu.au) Web: http://mbs.unimelb.edu.au/ (http://mbs.unimelb.edu.au/)
Subject Overview:	This subject provides frameworks for entrepreneurial activity and commercialisation of new ideas, which are of value to organisations and to customers in markets or societies. It covers creativity and ideation processes and the processes by which entrepreneurs prioritise, make decisions, allocate resources and evaluate such ideas as the pass from invention or acquisition stage through to scale up and commercialisation. The integration of market, economic, financial, societal, sustainability and production aspects of evaluation will also be considered.
Learning Outcomes:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Manage creativity processes aimed at identifying new forms of value creation in organisations # Know how to evaluate ideas for decision purposes and prioritisation # Evaluate potential for scale-up of new value potentials # Apply market logic to new value potentials # Recognise financially valuable new elements of products services and processes # Consider new forms of business models and revenue streams delivered by entrepreneurial activities # Apply opportunity recognition frameworks in organisations and society.
Assessment:	1 hour exam, completed on the final day of delivery (20%) 1,500 word assignment, dur four weeks after the delivery (30%) 3,000 word field project, due eight weeks after the delivery (50%)

Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	On successful completion of this subject students should have enhanced their skills in: <ul style="list-style-type: none"># Understanding of entrepreneurial processes and key elements of innovation success# Analysis and problem solving# Capacity for intellectual curiosity, creativity and independent thought# Communication of key ideas and theories within the discipline areas# Capacity for effective teamwork and collaboration# Information retrieval and application in relation to practical problems.
Related Course(s):	Master of Enterprise