

MGMT90175 Innovation and Enterprise Project

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>
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Subject Overview:	This research-focussed subject will draw together, and enable students to apply, the knowledge and skills they have acquired in the Master of Enterprise program. They will undertake a practical investigation of an entrepreneurial challenge or an innovation issue and develop a plan for solving this challenge/issue. Within a specific innovation or entrepreneurship domain to be chosen by the student and agreed by the subject coordinator, this subject will require investigation of all major aspects of the commercialisation potential of the innovation, and the resources and entrepreneurial activities required to bring it to fruition.
Learning Outcomes:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Create and refine a research issue and practical value creation question; # Examine the research problem from all angles to evaluate its potential for commercialisation; # Apply knowledge of marketing, production scale up, financial and other relevant disciplines to entrepreneurial activities; # Evaluate innovation strategies; # Develop innovation capabilities within organisations.
Assessment:	5-minute presentation and 500 word written project proposal due third session of class (20%) 4,000 word individual project report due 2 weeks after end of delivery period (60%) 15-minute presentation of investigation methods and findings (10-minute presentation and 5-minute Q&A) due at the end of the study period (20%)

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:	<p>On successful completion of this subject students should have enhanced their skills in:</p> <ul style="list-style-type: none"> # Knowledge of and ability to evaluate value adding potential of new products, services, processes and business models # Ability to analyse and diagnose innovations # 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