

# MC-ENT Master of Enterprise

<b>Year and Campus:</b>	2015 - Parkville
<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>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	150 credit points taken over 18 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Professor Danny Samson
<b>Contact:</b>	<p>MBS @ Berkeley Street  Level 4, 198 Berkeley Street  Telephone: +61 3 8344 1670</p> <p><b>Online Enquiries</b> (<a href="https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01302-2R5MNW&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/pgdipfin.html">https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01302-2R5MNW&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/pgdipfin.html</a>)  Web: <a href="http://www.mbs.unimelb.edu.au">www.mbs.unimelb.edu.au</a> (<a href="http://www.gsbe.unimelb.edu.au/">http://www.gsbe.unimelb.edu.au/</a>)</p>
<b>Course Overview:</b>	<p>The ultimate objective of the Master of Enterprise (Executive) is to create skilled leaders, executives and general managers who can drive their organisations forward. This innovative degree provides advanced knowledge in the eight core subject areas required by leaders in the modern organisation as well as the opportunity to develop specific skills in innovation and entrepreneurship. Participants conduct applied field studies in each subject and undertake a capstone project in innovation and entrepreneurship.</p>
<b>Learning Outcomes:</b>	<p><b>1. Learning Goal</b></p> <p>Graduates of this degree will be knowledgeable of all key aspects of leadership and management of innovation and new streams of value creation in organisational settings, including marketing, managing people, managing supply and strategic innovation management.</p> <p><b>Learning objectives to achieve these goals.</b></p> <p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li># Understand and apply leadership and management of innovation body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, including innovation capabilities;</li> <li># Apply cognitive skills to demonstrate mastery of theoretical knowledge in innovation and management to reflect critically on theory and professional practice or scholarship;</li> <li># Use cognitive, technical and creative skills to generate and evaluate complex ideas concepts at an abstract level, associated with innovation and enterprise management and their ability to achieve effective business / organisational outcomes; and</li> <li># Demonstrate technical and communication skills to design, evaluate, implement, analyse, theorise about innovation and enterprise management developments that contribute to professional practice or scholarship.</li> </ul> <p><b>2. Learning Goal</b></p> <p>Graduates of this degree will be professional in their approach to Innovation Management.</p> <p><b>Learning objectives to achieve these goals.</b></p> <p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li># Apply technical and communication skills to design, evaluate, implement, analyse, theorise about developments that contribute to high levels of innovation and enterprise performance outcomes;</li> <li># Plan and execute a substantial research-based project, capstone experience and/or piece of scholarship (in the domain of innovation and enterprise management);</li> <li># Demonstrate and use cognitive, technical and creative skills to generate and evaluate complex enterprise and innovation challenges at an abstract and at a practical level;</li> <li># Effectively investigate innovation and enterprise problems and opportunities, using communication and technical research skills to justify and interpret theoretical propositions, methodologies, conclusions and professional decisions to specialist and non-specialist audiences;</li> </ul>

- # Effectively apply knowledge of research principles and methods of innovation and enterprise analysis and business decision analysis;
- # Use cognitive, technical and creative skills to investigate, analyse and synthesise complex information, problems, concepts and theories and to apply theories of innovation and enterprise effectiveness to different contextual problems; and
- # Demonstrate cognitive skills to demonstrate mastery of innovation and enterprise management and related business theories and to reflect critically on both theory and professional practice.

### 3. Learning Goal

Graduates of this degree will be analytical in all aspects of innovation and enterprise management.

#### Learning objectives to achieve these goals.

On successful completion of this course, students should be able to:

- # Apply a body of knowledge that includes the understanding of recent developments in a analysing and optimising innovation and enterprise designs and their impact on business strategies;
- # Apply cognitive skills to demonstrate mastery of innovation and enterprise theories and when to choose and use various analytical approaches to underpin judgement;
- # Apply technical and communication skills to design, evaluate, implement, analyse, theorise about new and emerging developments in innovation and enterprise and the analysis of innovation and enterprise problems and opportunities;
- # Analyse innovation and enterprise management with creativity and initiative especially in new situations of professional practice; and
- # Recommend or make decisions concerning innovation and enterprise designs and operations with high level personal autonomy and accountability.

#### Course Structure & Available Subjects:

The Master of Enterprise consists of 12 subjects comprising seven core enterprise subjects, three core innovation subjects and two capstone subjects.

#### Subject Options:

#### Core enterprise subjects

Students must take all of the following subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90040 Behaviour & Leadership in Organisations	November	12.50
MGMT90043 Managerial Economics	August	12.50
MGMT90045 Marketing for Managers	February	12.50
MGMT90047 Production & Operations Management	May	12.50
MGMT90048 Quant Analysis for Managerial Decisions	May	12.50
MGMT90107 Leadership & Management	August	12.50
MGMT90041 Financial & Performance Management	November	12.50

#### Core innovation subjects

Students must take all of the following subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90174 New Value Creation	February	12.50
MGMT90182 Innovation and Entrepreneurship Strategy	February	12.50

Plus one other elective from the University's graduate level offerings, approved by the program director as relevant to the innovation interests of the student. Possible subject areas include: social entrepreneurship, biotechnology, information technology, sciences or engineering.

#### Capstone subjects

Students must take the following subject:

Subject	Study Period Commencement:	Credit Points:
MGMT90049 Strategy, Ethics & Governance	February	12.50

Students must take the following subject in their final semester of study:

Subject	Study Period Commencement:	Credit Points:
MGMT90175 Innovation and Enterprise Project	July, Semester 1	12.50

**Entry Requirements:**

1. In order to be considered for entry, applicants must have completed:

- # an undergraduate degree in any discipline or equivalent; and
- # a minimum of three years of documented relevant professional experience; and
- # a personal statement outlining why they wish to be considered for the course.

Meeting these requirements does not guarantee selection.

2. In ranking applications, the Selection Committee will consider:

- # prior academic performance; and
- # the professional experience; and
- # the personal statement.

3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Admission and Selection into Course Policy.

4. The minimum English language requirements for this course are **Band 6.5 (<http://futurestudents.unimelb.edu.au/admissions/entry-requirements/language-requirements>)** .

**Core Participation Requirements:**

The Faculty of Business and Economics welcomes applications from students with disabilities. It is University and Faculty 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 Faculty's programs. The BCom and Masters degrees of the Faculty of Business and Economics equip graduates with the knowledge and technical skills necessary to understand and participate in the modern business world. The degrees include the following academic requirements for study: (1) The ability to explain and evaluate concepts, theories, institutional arrangements and operations of modern mixed economies; (2) The ability to critically evaluate the economy, commerce and business in the broader social and political context; (3) The ability to explain and apply concepts across a range of commerce and business disciplines in solving business and policy problems; and (4) The ability to contribute positively to the development of organisations and society in relation to business, government and the commercial professions. All students of the Faculty's courses must possess intellectual, ethical, and emotional capabilities required to participate in the full curriculum and to achieve the levels of competence required by the Faculty. Candidates for the BCom degree and for FBE Masters degrees must have abilities and skills in communication; in conceptual, integrative, and quantitative dimensions; and in behavioural and social dimensions. I. Communication: The student must be able to communicate effectively and efficiently in oral and/or written form. A student must have the ability to clearly and independently communicate knowledge and application of a discipline, principles or practices during assessment tasks, and in some discipline streams. II. Intellectual#Conceptual, Integrative and Quantitative Abilities: The student is expected to have the ability to develop problem#solving skills and demonstrate the ability to establish study plans and priorities. These abilities include measurement, calculation, reasoning, analysis, and synthesis. Problem solving requires all of these intellectual abilities. Students should also have the ability to comprehend complex disciplinary and cross disciplinary information related to the BCom and Masters degrees. III. Behavioural and Social Attributes: A student must possess behavioural and social attributes that enable them to participate in a complex learning environment and the emotional health required for full utilisation of his/her intellectual abilities. Students are required to take responsibility for their own participation and learning. They also contribute to the learning of other students in collaborative learning environments, demonstrating interpersonal skills and an understanding of the needs of other students. Assessment may include the outcomes of tasks completed in collaboration with other students. Integrity, concern for others, interpersonal skills, interest, and motivation are all

	personal qualities that are deemed necessary for students enrolled in FBE courses. Students who feel their disability will prevent them from participating in tasks involving the inherent academic requirements of the BCom and FBE Masters courses are encouraged to contact the Disability Liaison Unit. Adjustments can be provided to minimise the impact of a disability, but students should participate in the course in an independent manner.
<b>Graduate Attributes:</b>	Academically excellent Our graduates will be expected to be: Knowledgeable of all aspects of the innovation management and entrepreneurial activities related to value creation in organisations; and Analytical in all aspects of innovation and entrepreneurship. Knowledgeable across disciplinesOur graduates will be expected to be: Intellectually curious, creative and independent in thought. Leaders in communitiesOur graduates will be expected to be: Professional in their approach to innovation and entrepreneurship; Effective team members and collaborators; Effective communicators of key ideas and theories within the discipline areas; and Ethical in their behaviour in leadership and organisation of innovation and entrepreneurship.