

BUSA90086 Thinking like an Entrepreneur

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: January, Parkville - Taught on campus. This subject is only available to students admitted to MC-BA, MC-BAPT, or students with the permission of the MBA course coordinator
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
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 Degree Program Services Email: programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	Students should: <ul style="list-style-type: none"> # investigate concepts of entrepreneurial behaviour and their relevance in both small and large organisations; # examine the processes of successful new venture creation; # experience the preparation of a business model for a new venture of their own choosing or the pursuit of a new opportunity within an existing organisation The intent of the subject is to equip students with a set of skills that will be useful throughout their careers, whether they are working in startups or existing organisations.
Learning Outcomes:	<ul style="list-style-type: none"> # Understand what motivates entrepreneurs to develop new ventures; # Appreciate the importance of entrepreneurial behaviour to the success of the small business sector of the Australian economy; # Be able to examine the concerns of a number of entrepreneurial people and explain their behaviours, their strategies and the performance using appropriate theoretical frameworks; # Appreciate the characteristics of entrepreneurial people who operate inside larger organisations; # Be able to use a number of creative opportunity generation techniques; # Understand the elements of the business planning process as it applies to the identification and investigation of new venture opportunities; # Appreciate the way in which financiers and influential decision makers view business plans/proposals for new ventures.
Assessment:	Class participation and preparation (20%) 10 x syndicate presentations (each equivalent to 250 words individual assignment) (20%) 10 x customer delivery process written descriptions

	(150 words each) (20%) Customer discovery process quality as measured by number of customer interviews and quality of business model development (20%) Syndicate final project (equivalent to 900 words individual assignment, end of subject) Presentation (10%) Slide deck from presentation (10%)
Prescribed Texts:	None
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
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Related Course(s):	Master of Business Administration Master of Business Administration/Master of Marketing Master of Food and Packaging Innovation