

MGMT90230 Creating Your Own Enterprise

Credit Points:	25																		
Level:	9 (Graduate/Postgraduate)																		
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.																		
Time Commitment:	Contact Hours: Winter Term: 20 hours of seminars taught intensively over 5 days plus 15 hours of case analysis/tutorial work over the 5 days Semester 2: One 3-hour seminar per week Total Time Commitment: 272 hours																		
Prerequisites:	Entry to the Master of Entrepreneurship and completion of: <table border="1" data-bbox="387 613 1485 990"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT90222 Foundations of Entrepreneurship Practice</td> <td>February</td> <td>12.5</td> </tr> <tr> <td>MGMT90223 Design Thinking</td> <td>Semester 1</td> <td>12.5</td> </tr> <tr> <td>MGMT90224 Garage Project</td> <td>Semester 1</td> <td>12.5</td> </tr> <tr> <td>MGMT90225 Creating a Successful Business Model</td> <td>Semester 1</td> <td>12.5</td> </tr> <tr> <td>MGMT90226 Business Acumen for Entrepreneurs</td> <td>Semester 1</td> <td>12.5</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MGMT90222 Foundations of Entrepreneurship Practice	February	12.5	MGMT90223 Design Thinking	Semester 1	12.5	MGMT90224 Garage Project	Semester 1	12.5	MGMT90225 Creating a Successful Business Model	Semester 1	12.5	MGMT90226 Business Acumen for Entrepreneurs	Semester 1	12.5
Subject	Study Period Commencement:	Credit Points:																	
MGMT90222 Foundations of Entrepreneurship Practice	February	12.5																	
MGMT90223 Design Thinking	Semester 1	12.5																	
MGMT90224 Garage Project	Semester 1	12.5																	
MGMT90225 Creating a Successful Business Model	Semester 1	12.5																	
MGMT90226 Business Acumen for Entrepreneurs	Semester 1	12.5																	
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>																		
Coordinator:	Dr Gergely Nyilasy																		
Contact:	Email: gnyilasy@unimelb.edu.au (mailto:gnyilasy@unimelb.edu.au)																		
Subject Overview:	<p>The purpose of this subject is to lay the foundations of launching a viable entrepreneurial venture based on the concepts of lean start-ups and design thinking. The Winter intensive session starts with idea generation where all students create ideas according to their entrepreneurial interests and to recapitulate learning from Semester 1. Students then form entrepreneurial founder groups of approximately four to develop the idea that will be the basis of their group project. In the process students will learn pitching skills to pitch individual and then team ideas. Next, students will translate this idea into an initial Business Model Canvas framework and develop testable entrepreneurial hypotheses. Topics include: value propositions, customer relationships, distribution channels, key activities, key resources, key partners, revenue streams and cost structure. In Semester 2, student teams will proceed to test their initial hypotheses with stakeholders in the marketplace. In this process students learn skills to establish viability of their entrepreneurial concepts and pivot their initial models. At the end of Semester 2, students will produce a final pitch document and give a presentation. The subject</p>																		

	teaches team development throughout both semesters training students in team selection, structure, roles and team norm and process development.
Learning Outcomes:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # create a usable entrepreneur venture concept based on validated assumptions; # analyse business environment to validate and refine business models; # critically apply and evaluate lean start-up and design thinking methodologies; # demonstrate team collaboration skills in the execution of an entrepreneurial product; # demonstrate skills in pitching entrepreneurial ideas to the investor community.
Assessment:	Create a business model canvas. Group; (500 words per student equivalent). Due end of winter term (10%) Oral report on validation work. Group; throughout semester; 3 x 20 minute presentations (750 words per student/presentation equivalent). Due throughout semester (30%, 3 x 10%) Written evaluation of the business model canvas. Group; (1000 words per student equivalent). Due Week 12 (20%) Final pitch document and presentation. Group; (1500 words per student equivalent) (30%); presentation 30 minutes (10%). Due end of Semester 2 exam period (40%)
Prescribed Texts:	You will be advised of the 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:	High level of development: <ul style="list-style-type: none"> # Develop problem-solving skills through exercises # Think critically, and organise knowledge, from consideration of the lecture material and development of business canvas # Develop creative ways of solving unfamiliar problems, through the exercises Moderate level of development: <ul style="list-style-type: none"> # Learn to adopt new ideas, from participation in the lecture program # Plan effective work schedules, to meet the regular deadlines for submission of assessable work Some level of development: <p>Present an argument, by reflecting on those presented in the lecture series and readings.</p>
Related Course(s):	Master of Entrepreneurship