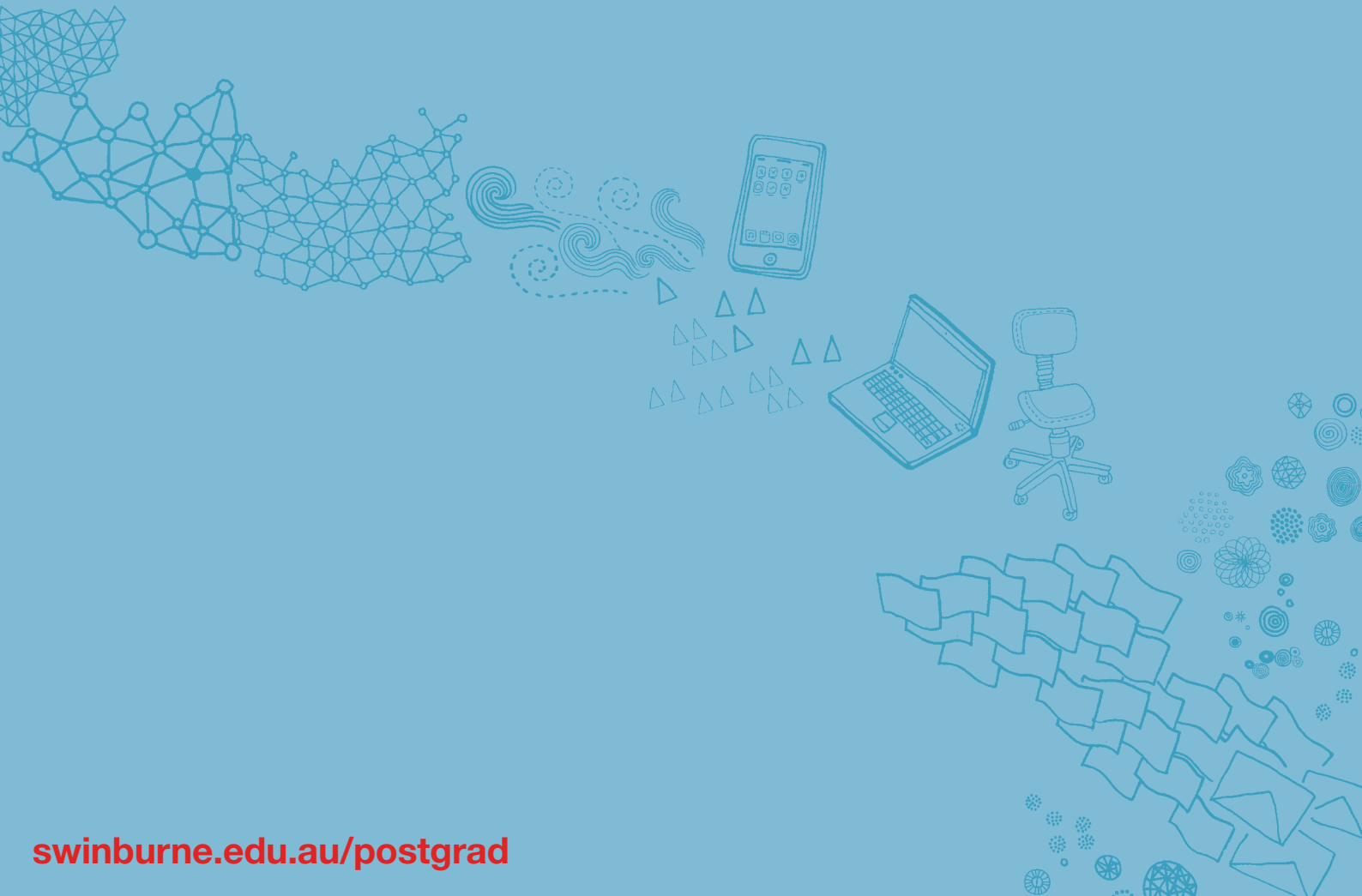


Australian Graduate School of Entrepreneurship (AGSE)
Postgraduate programs in
Entrepreneurship and Innovation (MEI)

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SWINBURNE
UNIVERSITY OF
TECHNOLOGY

HOW CAN YOU TRANSFORM YOUR BIG IDEAS INTO BUSINESS REALITY?




POSTGRADUATE PROGRAMS AT AGSE

The Faculty of Business and Enterprise is a leading provider of business education in Australia, delivering undergraduate and postgraduate programs on campus in Australia as well as at a number of international locations including Vietnam and Malaysia. The faculty benefits from its strong links with employers and professional bodies, both locally and internationally, and our mission is focused on developing the business leaders of tomorrow.

The faculty is one of six academic faculties at Swinburne University of Technology, an innovative education institution with five campuses in Melbourne and one in Sarawak, Malaysia. Swinburne is ranked among the top universities in the world in both the prestigious Shanghai Jiao Tong University Academic Rankings and the Times Higher Education QS World University Rankings. Closer to home, Swinburne is rated the best university in Melbourne for teaching quality and graduate satisfaction (The Good Universities Guide 2010).

The Australian Graduate School of Entrepreneurship (AGSE) is the faculty's graduate school. The AGSE has been leading the delivery of postgraduate business and management education for more than 30 years, and is Australia's only graduate school dedicated to the development of entrepreneurs. We combine practical theory with experiential learning to develop entrepreneurial leaders and innovative thinkers who have the required knowledge and skills to succeed in an often turbulent and challenging environment.

The AGSE established the renowned AGSE International Entrepreneurship Research Exchange. This international premier conference is a forum for the exchange and celebration of entrepreneurship research undertaken around the world in a collegial spirit.



Our programs are underpinned by high quality research and teaching excellence. Learn from commercially experienced academics, in courses that are practical and relevant to industry.

MASTER OF ENTREPRENEURSHIP AND INNOVATION (INTEGRATIVE SOLUTIONS)

MASTER OF ENTREPRENEURSHIP AND INNOVATION

GRADUATE DIPLOMA OF ENTREPRENEURSHIP AND INNOVATION

GRADUATE CERTIFICATE OF ENTREPRENEURSHIP AND INNOVATION

The Master of Entrepreneurship and Innovation (MEI) program is targeted at those active in, or with an intention to enter the entrepreneurship field. It encourages students to work on real-life projects of direct relevance and interest.

This course focuses on the specific needs of entrepreneurs and innovators who want to successfully commercialise their innovation. It is tailored for those who want to bring visionary attitudes and possibilities to existing business ventures or non-business enterprises.

Learning goals and objectives are based around assessing new ventures and opportunities, planning and managing rapid growth, integrating interdisciplinary approaches and applying innovating solutions.

This program is delivered in small, highly-interactive classes by very experienced 'pracademics' – academics who are also practitioners in the field. Students develop skills in entrepreneurship and innovation, and the practice of innovation leadership.

Specialisation streams

Students can enrol in the general MEI program, or select from one of the five specialisation streams available (demand dependant). The five streams are:

- Environmental entrepreneurship
- Family business entrepreneurship
- Political economic entrepreneurship
- Social entrepreneurship
- Sports entrepreneurship

These specialisation streams represent innovative cutting edge initiatives within the greater entrepreneurship domain.

Specialisations include an integration of discipline specific content within various units in the program, through the graduate certificate, graduate diploma and master stages.

Master of Entrepreneurship and Innovation (Integrative Solutions)

A Master of Entrepreneurship and Innovation (Integrative Solutions) program is available. By providing enhanced study opportunities, the MEI (Integrative Solutions) program allows students to further develop the theoretical and practical skills gained in earlier stages of the program.

As well as the requirements of the Master program, students must complete an additional 50 credit points of study, by undertaking a unit in Research Methods and completing a Minor Thesis

Career opportunities

Graduates will be able to successfully start and/or develop new enterprises, and enhance career development within organisations.

Admission requirements

In order to gain entry into Swinburne's Master of Entrepreneurship and Innovation (MEI) program applicants must have:

- Completed a degree at a recognised university or college, preferably at credit level or better, of at least the equivalent of a three-year degree at an Australian university
- Completed the Graduate Diploma in Entrepreneurship and Innovation
- Other qualifications or experience which, in the opinion of the Selection Committee, are of a satisfactory standard and suitable preparation for entry into the program

Applicants will only be admitted to the program if they are able to demonstrate entrepreneurial experience or characteristics or show that their prior experiences provide a suitable foundation for the program.

Program structure

The Master of Entrepreneurship and Innovation requires the satisfactory completion of 12 units of study. You can choose to exit the program at graduate certificate level (four units of study) or at graduate diploma level (eight units of study), subject to meeting pre/co-requisite requirements. The integrative solutions component requires an additional 50 credit points of unit of study.

Location

The program is delivered at Swinburne's Hawthorn campus.

Program length

Master of Entrepreneurship and Innovation – 1.5 years full-time or equivalent part-time

Master of Entrepreneurship and Innovation (Integrative Solutions) – Two years full-time or equivalent part-time

Intakes

February, August

Units of study

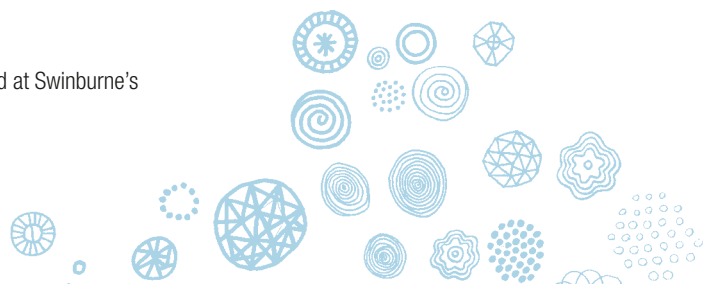
GRADUATE CERTIFICATE UNITS	
HEI611	New Venture Leadership
HEI621	New Venture Financial Management
HEI631	New Venture Marketing
HEI691	Opportunity Evaluation

GRADUATE DIPLOMA UNITS	
HEI711	Managing the Growing Business
HEI721	Financial and Legal Strategies
HEI731	Entrepreneurial and Innovative Marketing
HEI781	The Business Model and Plan

MASTER UNITS	
HEI821	Growth Venture Evaluation
HEI851	Corporate Entrepreneurship and Innovation
HEI861	Governance and Corporate Leadership
HEI871	Strategic Foresight and Holistic Thinking

MASTER OF ENTREPRENEURSHIP AND INNOVATION (INTEGRATED SOLUTIONS)	
HEI884	Minor Thesis (Research Methods)
HEI885	Minor Thesis (Full-time)
OR	
HEI886	Minor Thesis (Part-time)
HEI887	Minor Thesis (Part-time)

For specific unit and course information: www.swinburne.edu.au/courses



HEI611 New Venture Leadership

The focus of this unit is on the knowledge and skills related to leadership and organisation behaviour required to establish a new enterprise for introducing an innovation into an existing system and culture. The unit emphasises the human resources, structural, political and symbolic 'frames' found in all organisations. This unit will also develop your skills in analysing each of the 'frames' and assist in identifying your preferred operating frameworks.

HEI621 New Venture Financial Management

This unit aims to teach you the rules of the money game and how the operations of a business will impact its financial position. The requirements of working capital and fixed capital will be explored along with how growth impacts finances, how to read and interpret financial data, and how to use financial data to make decisions and predict future financial positions and capital needs.

HEI631 New Venture Marketing

This unit provides an introduction to marketing concepts and principles but takes a 'guerilla', 'small business' and 'start-up' perspective. This means resources are tight and networks are important. The ability to professionally evaluate the broad range of marketing problems and opportunities facing a new or rapidly growing enterprise is essential for competitive advantage. You will learn to assess the core competence of your organisation and to develop strategies for market research and analysis.

HEI691 Opportunity Evaluation

The focus of this unit is on defining the differences between an idea and an opportunity, identifying the necessary information to screen opportunities and analysing the risk attached to grasping opportunities. You will conduct your own evaluation process on potential opportunities, new ventures or innovation strategies.

HEI711 Managing the Growing Business

In this unit you will identify the stages of business growth and the functional, planning and control needs of each stage, the problems and opportunities to be managed within the increasing complexities of the growing enterprise. It will examine the tools and techniques for you to manage and sustain growth including appropriate leadership, human resource and innovative practices to ensure plans for successful business growth and potential harvest.

HEI721 Financial and Legal Strategies

This unit examines a range of financial and legal issues that will impact on an organisation's ability to grow and attract the necessary funds it requires to grow. You will be taught the differences between traditional finance and entrepreneurial finance, how to use traditional finance rules to grow businesses and give up as little as possible, how risk will impact available sources of funds and the related cost of those funds, and how the financial aspects of the business can be better managed. Legal issues that confront business operators will also be explored.

HEI731 Entrepreneurial and Innovative Marketing

This unit introduces the concepts of entrepreneurial marketing and integrated marketing communications in entrepreneurial ventures. You will learn to develop and implement integrated marketing communications to acquire and retain niche markets; apply theoretical models and understanding to your own environment and situations; critique, defend and apply the various facets of entrepreneurial marketing practice; and to apply creative and innovative solutions to business problems.

HEI781 The Business Model and Plan

In this unit you will create an effective business plan for a new or existing business. This will include identifying various business entry or growth strategies, the collection of market information and evaluating various sources of capital for venture growth. A marketing and financial plan will be developed, together with operating procedures and contingency plans.

HEI821 Growth Venture Evaluation

In this unit you will acquire and refine the skills needed to understand and deal with key issues in evaluating and financing new ventures with high growth potential. The focus is upon maximising the likelihood of attracting risk-capital investors without whom a new venture would lack the capital to fulfil its plans. You will apply knowledge gained in graduate certificate and graduate diploma units to the analysis of case studies, including financial modelling.

HEI851 Corporate Entrepreneurship and Innovation

This unit is specifically designed to equip you with the skills and practice to pursue a career as a professional entrepreneur or an innovative executive in a larger organisation. It is highly relevant if you wish to manage entrepreneurial ventures in established organisations. This unit examines the various ways in which larger organisations introduce, grow and sustain entrepreneurial and innovation activities. You will study cases of entrepreneurship programs in a variety of organisational settings as well as document and evaluate the program implemented by a large organisation.

HEI861 Governance and Corporate Leadership

This unit is designed to address the governance and leadership needs of enterprises and entrepreneurs in growing and mature organisations. Strategic human resource issues including cross-cultural diversity, global development, corporate social responsibility and relationship management with key stakeholders will be addressed.

HEI871 Strategic Foresight and Holistic Thinking

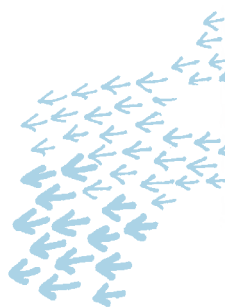
This unit introduces the concept of systems thinking and design, and its importance to futures studies and foresight capabilities. You will develop your capabilities in the use of systems thinking and design methodologies, and your ability to apply those methods to entrepreneurship and foresight implementation.

HEI884 Minor Thesis (Research Methods)

The Research Methodology seminar is designed to assist your understanding of the skills required to undertake a professional investigation involving a significant level of research. The importance of formulating and articulating the research question and the relationship of the research question to appropriate methodologies are discussed.

HEI885/886/887 Minor Thesis

In the minor thesis you will demonstrate that you can apply the conceptual and methodological material indicated in seminars and in HEI884. You are also required to describe concepts clearly and argue cogently. The research topic must be in one of the following areas: entrepreneurship and innovation, organisation and leadership and/or strategy and foresight.



Peter Bares
Managing Director and CEO,
Poppet International Pty Ltd

"My original thoughts when choosing to study the MEI were that if my company listed, that it would add value if the Managing Director had a current Master degree in business. The value has exceeded my expectations!

The MEI is a real program. It involves real business experience and you can learn in class and take it to work the next day. The learning, validation and confidence the course has given me, combined with real business skills, have certainly changed my perspective in business and in life."



General information

Facilities

As a Swinburne student you will automatically gain access to a range of facilities and services. These include a well-resourced library, computer laboratories, fitness and health facilities, personal and career counselling, housing, employment and financial advice.

Fees

In 2011, tuition fees for this program are based on \$2500 per 12.5 credit point unit of study. In the event that a unit of study is derived from another program, the applicable fee will be that of the other program. All fees are reviewed each year and may increase without notice.

	Units	Fees
Graduate Certificate	4	\$10,000
Graduate Diploma	8	\$20,000
Master	12	\$30,000

FEE-HELP

FEE-HELP is a government funded loan that helps eligible fee-paying students pay their tuition fees. FEE-HELP is not available to New Zealand citizens and most holders of Australian permanent visas, however, it is available to Australian citizens and holders of a permanent humanitarian visa.

For further information visit: www.goingtouni.gov.au

English proficiency

Students whose first language is not English must provide evidence of advanced proficiency in written and spoken English:

- IELTS overall band of 6.5 (Academic Module) with no individual band less than 6.0; or
- TOEFL 575 with TWE score not less than 50; or
- Proof of previous recognised studies (e.g. bachelor degree) taught in English

Application procedure

If you are an Australian resident you can find application information and apply directly at www.swinburne.edu.au/postgrad

International students should apply through Swinburne International. For further information visit: www.international.swinburne.edu.au

Applications should be accompanied by:

- A certified copy of original transcripts of official results for previous academic qualifications
- Current résumé or curriculum vitae
- English language test score, if English is not your first language
- Certified copies of proof of identity as follows:
 - Australian citizens: birth certificate, or extract of birth certificate or Australian passport or Certificate of Australian Citizenship
 - Permanent residents: passport containing Permanent Resident visa label or a letter from DIAC indicating Evidence of Resident Status in Australia

Recognition of Prior Learning (RPL)

Credit may be granted to students based on the completion of relevant prior tertiary studies. We will make an assessment of your RPL in conjunction with your enrolment application so all supporting documentation needs to be supplied. Please note: units completed more than 10 years prior to enrolment at Swinburne are not admissible for RPL purposes.

Transition into Postgraduate Study (TPS)

The Transition into Postgraduate Study (TPS) orientation workshop is an interactive and fast-paced on-campus induction program for all commencing Faculty of Business and Enterprise postgraduate students. It gives you the opportunity to gain the knowledge and insight that would help you to hit the ground running when you start your course.

During the TPS program you will be warmly welcomed into the Swinburne community. You have the opportunity to meet your fellow students and academic staff, find out about the learning facilities available on-campus, and learn about how to manage the transition into a postgraduate learning environment.

International students

If you want to study at Swinburne but are not an Australian resident, telephone Swinburne International on (+61 3) 8676 7002 or 1800 897 973 from within Australia, or visit: www.swinburne.edu.au/international

Further information

Telephone: 1300 275 794
Email: postgrad@swinburne.edu.au
www.swinburne.edu.au/business/agse

Important semester dates

We take applications throughout the year. The semester start dates for 2011 are as follows:

Semester 1

February intake **28 February 2011**

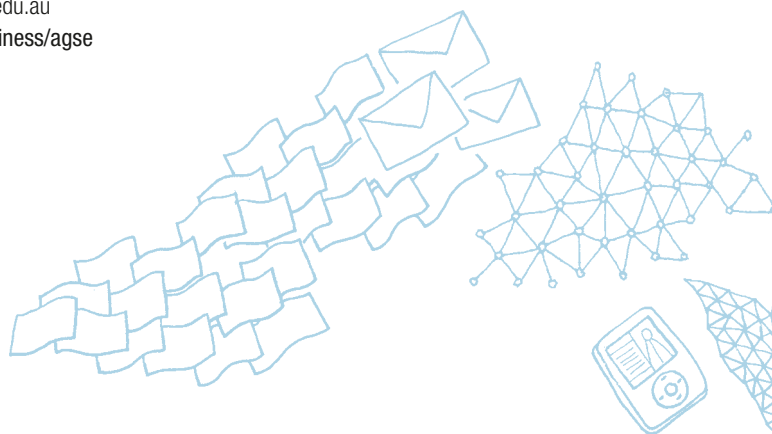
Winter Term
(Global Leadership Program) **20 June 2011**

Semester 2

August intake **8 August 2011**

September intake (MBA and
Global Leadership Program) **26 September 2011**

These dates are correct at time of printing but are subject to change. For current semester dates: www.swinburne.edu.au/calendar



Where we are

Hawthorn campus
John Street,
Hawthorn Vic 3122

Lilydale campus
Melba Avenue,
Lilydale Vic 3140

Prahran campus
144 High Street,
Prahran Vic 3181

Questions?

1300 ASK SWIN
(1300 275 794)
www.swinburne.edu.au
postgrad@swin.edu.au

For information on
postgraduate events visit:
www.swinburne.edu.au/postgrad

CRICOS Provider Code: 00111D
The information contained in this course guide was correct at the time of publication, September 2010. The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to: www.international.swinburne.edu.au

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INFORMATION SESSIONS

Information sessions are held regularly throughout the year. They are a great opportunity to meet and talk to staff about your postgraduate study options.

The sessions help you understand what your chosen postgraduate program entails – what you can learn and what your study options are and where your qualification may take you.

For session dates visit
www.swinburne.edu.au/postgrad
or call us on 1300 ASK SWIN

