

■ Postgraduate

Entrepreneurship and Innovation

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UNIVERSITY OF
TECHNOLOGY

swinburne.edu.au/postgrad



Postgraduate programs in entrepreneurship and innovation



A good idea only becomes great when it is converted into action.

Whether commercialising new products or developing new visions and opportunities for existing organisations, entrepreneurs need the skills, networks and knowledge of past case studies to turn ideas into actions.

Swinburne was founded by pragmatic thinkers intent on equipping capable people with the skills and knowledge required to make change. Our postgraduate business school, the Australian Graduate School of Entrepreneurship (AGSE), is unique in Australia.

The AGSE offers Australia's leading environment for transformative business thinkers. According to AGSE Governance, Quality and Compliance statistics, 87 per cent of MEI graduates are involved in launching new ventures while studying or within three years of graduation.

Swinburne's size and commitment to innovation enables staff to forge close and meaningful relationships with industry – drawing on industry panels to develop courses, guest lecturers to enrich course presentations and industry networks to connect graduates.

Choosing Swinburne

Swinburne has been ranked among the top 400 universities in the world by the Times Higher Education World University Rankings 2011–2012 and also in the top three per cent of universities worldwide by the QS World University Rankings in 2011. Students also rate Swinburne highly, and the university receives consistently high rankings for teaching quality from *The Good Universities Guide*.



Program details

Master of Entrepreneurship and Innovation

Graduate Diploma of Entrepreneurship and Innovation

Graduate Certificate of Management Studies

Australia's unique entrepreneurship program offers students the opportunity to commercialise new ideas and learn how visionary attitudes can transform existing organisations.

The Master of Entrepreneurship and Innovation (MEI) is designed to help students understand the hurdles, opportunities and fundamental requirements that must be in place in order to realise their vision for a new, or renewed, organisation.

This program has been comprehensively redeveloped to include a broad range of relevant case studies and knowledge areas, with many opportunities for students to work on projects that have direct relevance and interest to their work. Students develop skills in entrepreneurship and innovation and in the practice of innovation leadership – with 87 per cent of graduates involved in launching new ventures within three years of graduation*.

Learning goals and objectives focus on:

- assessing new ventures and opportunities
- planning and managing rapid growth
- integrating interdisciplinary approaches
- applying innovative solutions.

The MEI is delivered by commercially experienced practitioners and academics carefully selected for their practicality, excellence in teaching and business practice. The program was recognised as first runner-up in 2010 in the Excellence in Entrepreneurship Education Award by the United States Association for Small Business and Entrepreneurship. The program has also received a range of other awards in recognition of its success in training entrepreneurs.

* AGSE Governance, Quality and Compliance

Admission requirements

A recognised bachelor degree with a credit average or above. Applicants who do not hold an appropriate qualification but who have significant relevant work experience (usually at least three years) and evidence of academic capability are encouraged to apply.

Applicants who do not have sufficient work experience can make a submission to the program coordinator outlining their suitability for the program.

Location

The Australian Graduate School of Entrepreneurship (AGSE), Swinburne's postgraduate business school, is based at the Hawthorn campus.

Program length

Graduate certificate: Six months full-time or equivalent part-time

Graduate diploma: One year full-time or equivalent part-time

Master: Eighteen months full-time or equivalent part-time

Intakes

February and August



Peter Bares

Managing director and CEO,
Poppet International Pty Ltd

Peter Bares hoped that the Master of Entrepreneurship and Innovation would give him improved credibility with investors – and it delivered far more than he expected.

“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!” Peter said.

“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.”



Program structure

Students undertaking the Master of Entrepreneurship and Innovation complete four core units and four elective units chosen from one of the following streams:

- researching entrepreneurship and innovation
- social entrepreneurship
- globalising business.

Students may exit with a Graduate Certificate of Management Studies by completing the two core units or with a Graduate Diploma of Entrepreneurship and Innovation after successful completion of two further core units.

All units of study are valued at 12.5 credit points unless otherwise stated.

Units of study

Stage 1: Graduate certificate

HBG701	Integrated Management*
HBG702	Business in Practice*

Exit with the graduate certificate or progress to the graduate diploma

Stage 2: Graduate diploma

HEI751	Core Entrepreneurship: Theory and Applied Knowledge*
HEI761	Core Entrepreneurship: Skills and Practice*

Exit with the graduate diploma or progress to the master

Stage 3: Master

Students complete units from one stream of their choice.

Research entrepreneurship and innovation

Core unit

HEI884	Research Methods
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Elective units (students select based on full- or part-time study)

HEI885	Minor Thesis (full-time)#
HEI886	Minor Thesis (part-time)
HEI887	Minor Thesis (part-time)*

Social entrepreneurship

Core units

HPI559	Introduction to Philanthropy, Social Investment and Social Enterprise
HPI506	Evaluation of Policies, Proposals and Social Investments
HPI607	Social Enterprise Desktop Project
HPI609	Corporate Social Investment and Corporate Responsibility

Global business

Core units

HBI450	Introduction to International Business
HBI451	International Trade and Finance

Elective units (students select two units)

HBH522	Managing People Across Cultures
HBI552	Business In Asia, Europe and the Americas
HBI560	Asia – Business Context
HBI561	European Union – Business Context
HBL450	International Commercial Law
HBM470	International Marketing and Research

Exit with the Master of Entrepreneurship and Innovation

*Unit is valued at 25 credit points.

#Unit is valued at 37.5 credit points.



General information

Facilities

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

Fees

In 2012, tuition fees for Australian citizens and permanent residents are based on \$2500 per 12.5 credit point unit of study. The fee for the Master of Entrepreneurship and Innovation program is therefore \$30,000 (including the graduate certificate and graduate diploma). The fee for the graduate diploma is \$20,000 (including the graduate certificate); for the graduate certificate it is \$10,000.

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.

For all fee enquiries visit www.swinburne.edu.au/studentoperations/fees

FEE-HELP

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

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

Application procedure

You may lodge your application at any time, but each intake period has an application submission closing date. To obtain an application form, phone 1300 275 794 or visit www.swinburne.edu.au/postgrad/apply

Applications must be accompanied by a certified copy of your passport or birth certificate, a certified copy of academic transcripts and a current résumé.

International students

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

Recognition of Prior Learning

Recognition of Prior Learning (RPL) allows students to be granted credit or partial credit towards a qualification in recognition of skills and knowledge gained through work experience, tertiary qualifications and/or formal training.

For more information, visit www.swinburne.edu.au/postgrad

Application closing dates

Applications close in early February for Semester 1 and in mid-July for Semester 2.

For current closing dates visit www.swinburne.edu.au/postgrad

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

Further information

Telephone: 1300 275 794

Email: postgrad@swin.edu.au

Website: www.swinburne.edu.au/postgrad

■ ANY QUESTIONS?

1300 275 794
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■ CAMPUSES

Hawthorn campus
John Street, Hawthorn

Prahran campus
144 High Street, Prahran

Lilydale campus
Melba Avenue, Lilydale

Melbourne CBD campus
196 Flinders Street, Melbourne

Croydon campus
12-50 Norton Road, Croydon

Wantirna campus
369 Stud Road, Wantirna

Sarawak campus
Kuching, Sarawak, Malaysia



CRICOS Provider Code: 00111D

The information contained in this course guide was correct at the time of publication, January 2012. 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.swinburne.edu.au/international

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