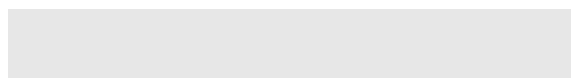
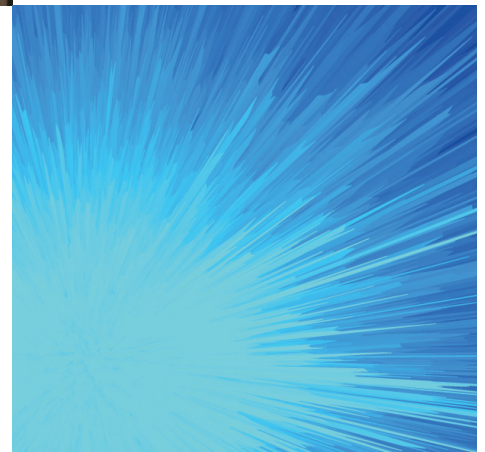


Our Entrepreneurship and Innovation program

Australian Graduate School of Entrepreneurship

swinburne.edu.au/agse



Be the cutting edge

In 2001, Swinburne University of Technology founded the Australian Graduate School of Entrepreneurship [AGSE]. This makes us Australia's first dedicated entrepreneurship school. We see disruption as an opportunity. And that's the mindset we teach.

Get exclusive access to Swinburne's vibrant entrepreneurship community, which includes the Innovation Precinct, and take advantage of its workshops, masterclasses and Accelerator Program – kickstart your business idea while you study!

Building on Swinburne's longstanding practice of real-world leadership, the curriculum in each AGSE degree is co-created with industry leaders. On top of that, you'll get the best of two worlds: industry practitioners, known as pracademics, teaching alongside Swinburne academics.

The practical application of your learning experience is further emphasised with industry speakers, on-site events, real-life case studies, and guest lecturers from industry and academia.

You'll be building new networks from your first day.

**#1
MELB**

We rank **#1** in Melbourne for overall **Quality of Educational Experience** in postgraduate **Business Management***

**TOP
5%**

Accreditation from the AACSB puts the **Swinburne School of Business, Law and Entrepreneurship** in the **top 5%** of business schools worldwide.

**RANKED
#45**

Swinburne is ranked **#45** in the world in the **'Top 50 Under 50' QS World University Rankings#**

* QILT: Course Experience Questionnaire 2019–2020
QS Top 50 Under 50 2019

Master of Entrepreneurship and Innovation

Learn to successfully launch and scale a business idea, navigate rapid change and capitalise on growth. Zero in on opportunities for market entry and develop exceptional project management skills to effectively address the full life cycle of a business, its products and services. At the end of this course, you'll have the specialist edge you need to instigate, lead and manage innovation in any environment you find yourself in.

The Master of Entrepreneurship and Innovation is delivered in collaboration with Pitcher Partners, known nationally for its strategic insight and advisory services focusing on mid-sized enterprises.

Who you are

You may already have a business you're looking to grow, or the seed of an idea you're raring to launch. You could also be an intrapreneur who wants to lead innovation within the organisation you work for, whether that's in the public, private or non-profit sectors. Either way, you have a burning need to forge a path of your own.

Where it can take you

You'll be equipped with the actionable knowledge and skills required to develop new enterprises or take on senior managerial roles within businesses, government and non-profit organisations.

Entry requirements

Complete in 2 years, full-time or equivalent part-time, if you have

- Any recognised bachelor degree (or higher award). If you have additional qualifications, you may receive Advanced Standing and complete in less than two years, or
- Finished Postgraduate Qualifying Program (international applicants only).

Complete in 1.5 years, full-time or equivalent part-time, if you have

- A bachelor degree or graduate certificate in a related discipline, or
- A bachelor degree (or higher award) in any discipline plus two years' work experience, or
- Finished Postgraduate Qualifying Program (international applicants only) plus two years' work experience or two years' of higher education.

Complete in 1 year, full-time or equivalent part-time, if you have

- Finished Graduate Certificate of Entrepreneurship and Innovation; or
- An honours bachelor degree in a related discipline.

Course duration

Course duration depends on prior study and experience: 2 years (16 units); 1.5 years (12 units); 1 year (8 units) full-time or equivalent part-time.

Course structure

Foundation units – 50 credit points

Students to complete all 4 foundation units below.

ACC60008 Accounting Systems and Reporting

INF60007 Business Information Systems

MGT60040 Management Analysis and Problem-solving

MGT60042 Business Sustainability and Social Impact

Core units – 100 credit points

Students must complete all 8 core units below.

ENT60009 Opportunity Discovery, Creativity and Design

FIN60004 Entrepreneurial Finance

ENT70012 Growth Management

ENT70018 Entrepreneurial Mindset, New Ventures and Innovation

ENT70019 Venture Planning

ENT80031 Venture in Action

ENT80032 Innovation Discovery and Technology Transfer

PRM60001 Project Management in Entrepreneurial Ventures

Specialisation or elective units

You must also complete 50 credit points (mostly 4 units) as your specialisation, or as your electives. There are almost 80 elective units to choose from.





Dr Richard Laferriere
Course Director

“Entrepreneurs drive development, they create new businesses, improve organisations and provide benefits to society. The Masters of Entrepreneurship and Innovation is the postgraduate program for those that see opportunities, want to seize them and to further develop/enhance/expand/enable their entrepreneurial mindset.

The MEI program focuses learning on fundamental tools and skills necessary to start a business and to drive innovation in an organisation. From understanding your customers’ needs to commercialising your innovation, the program positions you as a founder, a corporate entrepreneur or to work in the entrepreneurial ecosystem.”

Industry partner



Other courses in the suite

Graduate Certificate of Entrepreneurship and Innovation (Bootcamp)

6 months, full-time or equivalent part-time; all four units listed below. This course is delivered in Bootcamp mode – an intensive delivery to fast-track your learning.

ENT60009	Opportunity Discovery, Creativity and Design
ENT70018	Entrepreneurial Mindset, New Ventures and Innovation
FIN60004	Entrepreneurial Finance
PRM60001	Project Management in Entrepreneurial Ventures

Master of Business Administration (Executive)/ Master of Entrepreneurship and Innovation

2 years full-time, or equivalent part-time; 16 set units listed below.

ACC60002	Accounting Information and Managerial Decision Making
ECO60003	Managerial Economics
ENT60009	Opportunity Discovery, Creativity and Design
ENT70012	Growth Management
ENT70018	Entrepreneurial Mindset, New Ventures and Innovation
ENT70019	Venture Planning
ENT80031	Venture in Action
ENT80032	Innovation Discovery and Technology Transfer
FIN60004	Entrepreneurial Finance
INF80007	Business Information Systems for a Rapidly Changing World
LAW80008	Corporate Governance
MGT60041	Leading
MGT80003	Delivering Innovation and Other High Risk Strategies
MGT80004	Leadership, Innovation and Creativity
MKT60006	Strategic and Entrepreneurial Marketing
PRM60001	Project Management in Entrepreneurial Ventures

Master of Entrepreneurship and Innovation Specialisations

You may choose one of the below specialisations or alternatively choose the electives of your choice. The specialisation will be noted on your transcript but won't appear on your testamur.

Accounting

The accounting specialisation is critical for professionals with C-suite responsibilities or who provide budgetary and financial advice to clients and/or senior management. Complete the core unit and select any three from the remaining list of units.

ACC60008	Accounting Systems and Reporting (core unit)
FIN60003	Business Modelling and Analysis
ACC80003	Company Auditing
ACC80008	Managerial Accounting
ACC80012	Taxation Principles and Planning
ACC80019	Financial Accounting and Theory
ECO80001	Economics

Business Analytics

Choose four units to learn about business analytics and data visualisation, social media and mobile-based applications, predictive analytics, AI, Big Data, Internet of Things and more.

INF60012	Cloud Enterprise Systems and Analytics
INF60013	Mobile Business and Social Media
INF70008	Business Analytics and Visualisation
INF80005	Business Information Systems Internship Project
INF80031	Applied Business Analytics and Data Visualisation
INF80040	Predictive Analytics
INF80051	Artificial Intelligence and Insights

Business Information Systems

Analyse and articulate how technology can be used to assist business and decision-making processes. Complete the core unit and select any three from the remaining units.

INF60007	Business Information Systems (core unit)
INF70005	Strategic Project Management
INF70008	Business Analytics and Visualisation
INF80014	Contemporary Issues in Business Analysis
INF80042	Governing Technology for Business Environments

Digital Marketing

Select any four of the following units.

MKT60011	Data Empowered Marketing
MKT60012	Consumer Behaviour
MKT70017	Global Digital Marketing
MKT70019	Branding and Creative Innovation
MKT80015	Marketing Communications Agency

Finance

Complete the core unit and select any three from the remaining list of units.

FIN60003	Business Modelling and Analysis
FIN60010	Elements of Financial Planning and Regulation
FIN80005	Corporate Financial Management (core unit)
FIN80001	Modern Finance
FIN80004	Capital Markets
FIN80018	Derivatives and Risk Management

Financial Technologies

Co-created with Banxa, Bendigo Bank, IBM Research Australia and Tableau, this specialisation prepares you to thrive in a financial services world of innovation, change and transformation. Complete the core unit and select any three from the remaining list of units.

FIN60006	Frontiers in FinTech (core unit)
CYB60003	Cybersecurity Law, Policy and Ethics
INF70008	Business Analytics and Visualisation
INF80050	Blockchain: Business Models and Applications
INF80051	Artificial Intelligence and Insights

Master of Entrepreneurship and Innovation

Specialisations



Human Resource Management

Complete the core unit and select any three from the remaining list of units.

- HRM60013 Employee Relations
- HRM60018 Human Resource Fundamentals (core unit)
- HRM70006 Strategic HRM in the Business Context
- HRM70012 Managing Workplace Diversity and Inclusion
- HRM70013 Strategic Human Resource Management
- HRM80015 Human Capital Analytics



International Business

This specialisation includes the option of adding a study tour or international internship to your experience. NOTE: study tours are not offered every year, they may also be available as electives.

- INB60003 International Trade and Investment
- INB60004 Global Business Cultures: Advanced Theories and Practices
- SCM60003 Supply Chain Management
- HRM70012 Managing Workplace Diversity and Inclusion
- BUS70013 Business Innovation in Europe Study Tour
- BUS70014 Business Innovation in America Study Tour
- BUS70015 Business Innovation in Asia Study Tour
- MFP80002 International Internship
- MFP80004 International Internship – Extended (25 credit points)



Project Management

Complete the core unit and select any three from the remaining list of units.

- PRM60002 Project Management for Innovative Outcomes
- PRM60003 The Risk Management Spectrum
- SCM60001 Operations Management
- INF70005 Strategic Project Management (core unit)
- PRM70002 Leading Complex Projects
- PRM80002 Project Governance and Resource Management

Research

Conduct practical research in a business area of interest to you. Complete the two core units and select one additional unit.

- BUS80003 Research Methodology (core unit)
- BUS80021 Business Research Thesis (core unit) (25 credit points)
- BUS80017 Quantitative Research Methods
- BUS80018 Qualitative Research Methods
- ECO80002 Advanced Microeconomics
- ECO80003 Economics of Innovation
- INF80054 Data Science Fundamentals
- INF80055 Social Network Analysis



Social Impact

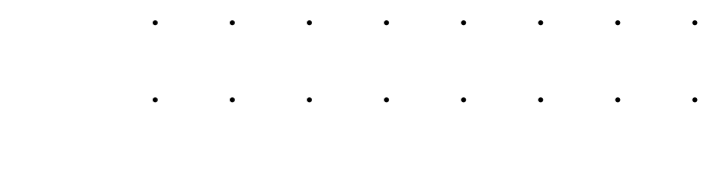
Complete all for units from the list below.

- SIP60001 Corporate Responsibility and Accountability
- SIP60003 Social Impact: Entrepreneurs and Social Innovation
- SIP60004 Social Investment and Philanthropy
- SIP70014 Evaluation and Impact Measurement

Supply Chain Innovation

This specialisation uniquely combines supply chain management, design thinking and data analytics. Plus, you could add a Lean Six Sigma Green Belt to your qualifications. Most units are co-created and, in some cases, co-delivered with industry partners. Choose four units.

- SCM60001 Operations Management
- SCM60002 Six Sigma Lean Green Belt
- SCM60003 Supply Chain Management
- SCM60004 Logistics Management
- PRM60002 Project Management for Innovative Outcomes
- INF70008 Business Analytics and Visualisation



"In the last two subjects I completed, we were teamed with industry partners, professors and PhD students – we were working on real life examples and the outcomes could hopefully benefit people's futures.

The degree has made me a more rounded professional; it's made me think of problems in different ways and to challenge the status quo."

Stacey Lauricella
Master of Entrepreneurship and Innovation



CAMPUSES

Hawthorn campus

John Street, Hawthorn

Croydon campus

12-50 Norton Road, Croydon


Wantirna campus


Stud Road, Wantirna

Sarawak campus


Kuching, Sarawak, Malaysia

FURTHER INFORMATION

 1300 275 794

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PLEASE
RECYCLE

The information provided here was correct at the time of printing (November 2021).
For the most up-to-date information, please visit swinburne.edu.au