

The Business of Innovation

Presented by: Laura Wilkinson

Skills and Knowledge – Certificate IV

- Provides fundamental skills that are useful for a range of roles:
 - Advanced Word and Excel
 - Creating Websites
 - Public Speaking
 - Working with customers
 - Marketing and customer analysis

Skills and Knowledge - Diploma

- Builds on the basics to develop independent business skills to turn ideas into products:
 - Budgeting and financial plans
 - Project planning
 - Use software for business planning and analytics, including coding skills
 - Working with the team
 - Innovation and design thinking

Experiences

Learn by doing



Student Projects: Marketing Expo



Foy's arcade – see your work on the big screen



Innovation Precinct

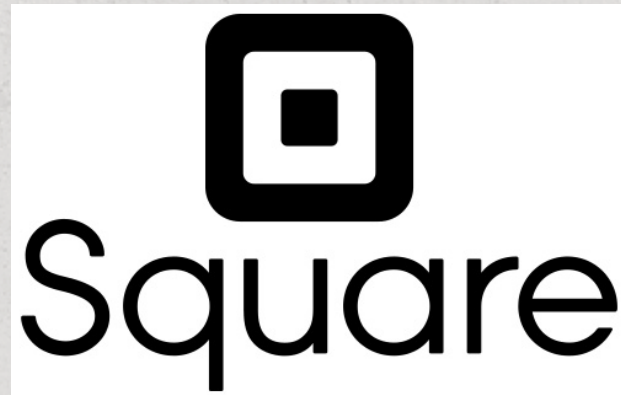


Experiences

- A range of excursions
- Swinburne's Emerging Leaders program
- Real tools and real scenarios



Industry



Careers and job outcomes

Certificate IV	Diploma
<ul style="list-style-type: none">• Entry level into business roles• Office administration	<ul style="list-style-type: none">• Small business owner• Business management• Roles involving business planning and concept development

Student stories

- “Salena” – now working as Dental Admin – acquired her role while completing the Cert IV.
- “Amy” – Admin assistant at an large private RTO gained ongoing employment as a result of the Cert IV – was a temp while studying and gained fulltime on completion.
- “Paige” – After Cert IV in Sem 1 2015 – then Diploma in Sem 2 2015 – Graduated with B.Bus Majoring in HR 2017

The benefit of pathways

What do students need to get in?

- Completed year 12
- Achieved at least a level 3 BKSB in LLN
- The desire to learn

After completing the Diploma students can progress to higher education with up to 8 course credits.

Thank you

Any questions?

Laura Wilkinson

Bachelor of Business (Entrepreneurship and Innovation)

Dr Jerome Donovan

Discipline Leader, Entrepreneurship and Innovation

Entrepreneurship and Innovation...?



Career Opportunities/Job Market

Entrepreneurship
is the key....

- Create your own career opportunities
- Innovate in how you sell yourself
- Generate the business that will employ you



Full time with benefits
Decreasing steadily



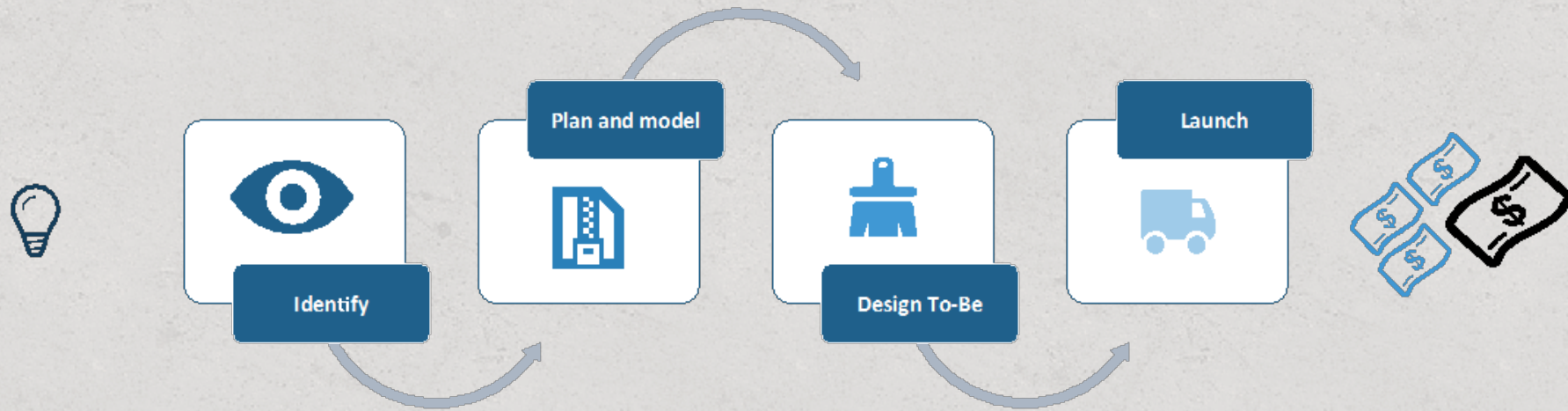
Under 30s
Steady increase in NO full
time work



New different jobs
60% of the jobs in a
decade, don't exist now



Our program...



Thank you

Any questions?

Dr Jerome Donovan
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