Overview

Entrepreneurship and Innovation is designed as a first course in MBA studies in entrepreneurship with a view to establishing a foundation platform of knowledge across three contexts of entrepreneurship: in the start-up environment; in the corporation; and, in social enterprise.

This course provides exposure to the fundamentals of business innovation and the practical aspects of identifying, evaluating, and moving business ideas forward. The course uniquely combines current students with innovators, venture capital investors and successful CEOs of start-ups, as well as addressing the contemporary topics in innovation such as: Design Thinking, The Lean Start-up and Open Innovation.

The course is a compulsory core course within the MBA program and draws upon aspects of other core courses that have been covered in the MBA program to date.

This is a hands-on opportunity to learn about venture creation, resourcing, strategy and management, involving group work in real ventures and corporations. Understanding as much about what makes entrepreneurship work – what are the magic ingredients that make a start-up work – is paramount for success. The traditional corporation stifles entrepreneurship, and many smart companies today are grappling with the challenge of how to build a culture of entrepreneurship within the corporation, at the same time driving the success of the company engine.

The course looks at startup entrepreneurship, corporate entrepreneurship and innovation, and social entrepreneurship and innovation. There is a particular focus on the Lean Startup Methodology as well as Design Thinking.

There is significant use of guest speakers and case studies.

Class work is primarily used for case studies and simulations involving extensive discussion within the student group.
**Faculty**
UNSW Business School

**School**
AGSM MBA Programs

**Study Level**
Postgraduate

**Offering Terms**
Term 2

**Campus**
Kensington

**Indicative contact hours**
3

**Timetable**
Visit timetable website for details
Conditions for Enrolment

Prerequisite: Restricted to Full Time MBA and MBA/LLM students
Course Outline

To access course outline, please visit:

MNGT5202 Course Outline
Fees

Commonwealth Supported Students  $1395
Domestic Students  $5400
International Students  $5400

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty. Fees for courses delivered through UNSW Global are published and charged by UNSW Global and thus appear as "Not Applicable" on this site.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
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ABN: 57 195 873 179