



## MGT707 ENTREPRENEURSHIP T317 – Brief

### General Information

<b>Mode of Delivery</b>	On Campus face-to-face
<b>Pre-requisites</b>	BUS705 Strategic Marketing

### Academic Details

#### Overview of the Subject

The subject examines the challenges of entrepreneurship and the tools used in starting new businesses. Students work with another to develop a business plan for turning creative ideas into commercial reality.

#### Subject Content

Shown in the table below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials.

<b>Week</b>	<b>Topic Covered in Each Week's Lecture</b>
1	The challenge of entrepreneurship, creativity and innovation and the entrepreneurial process
2	The entrepreneurial process. Personal, environmental and sociological factors. Recognising, shaping and evaluating opportunities. Determining resource needs and critical success factors
3	The business model. Revenue, costs, strategies, people. Designing a competitive business model. Entrepreneurial marketing
4	Preparing a business plan including legal and tax issues. Risk management
5	Legal and tax issues including intellectual property
6	Financing entrepreneurial ventures Micro financing, venture capital, Valuation Marketing Product & Place (Distribution)
7	Managing cash flow, debt and equity Working capital, inventories, loans
8	Marketing price and promotion. Services marketing Issues
9	Operations management and risk management
10	Human resources issues and financial information and management. Forms of business ownership
11	Managing growth and transitions. Corporate entrepreneurship including social responsibility and entrepreneurship

#### Prescribed Text:

Frederick, H. H., O'Connor, A. J. and Kuratko, D. F., 2016. *Entrepreneurship: theory, process, practice*. 4<sup>th</sup> ed. South Melbourne: Cengage Learning.

#### Student Assessment:

This subject is assessed through: individual assessment, pairs assessment, Final examination.