



## BUSINESS SCHOOL

### Course Outline 2017 INNOVENT 303: ENTREPRENEURSHIP (15 POINTS)

#### Semester 1

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#### Course Prescription

Understanding the role of entrepreneurship in new and existing organizations is critical in today's global economy. Examines issues relating to starting and managing new ventures and assessing and pursuing opportunities in existing firms. Discusses the theory and principles of entrepreneurship to enable students to assess and evaluate opportunities and through the preparation of an actual opportunity assessment and/or business proposal.

#### Programme and Course Advice

Prerequisite: 201 and 202, or MGMT 202 or SCIGEN 201 or ENGGEN302 or ENGGEN 303

#### Goals of the Course

To provide students with a theoretical and practical understanding of the principles of entrepreneurship, the process of opportunity assessment, and management in new and existing enterprises. To understand entrepreneurship in a New Zealand context with special reference to international engagement.

#### Learning Outcomes

By the end of this course students should be able to:

1. Identify key approaches to the study of entrepreneurship.
2. Discuss the nature of entrepreneurship in the business economy.
3. Assess and evaluate new venture opportunities, conceptually and through the preparation of an opportunity assessment.
4. Relate the above to the New Zealand context.
5. Consider appropriate international engagement strategies from alternative approaches or options.
6. Demonstrate appropriate oral and written communication skills.

#### Content Outline

The course will be held at The University of Auckland's city campus. The course will consist of one two hour session plus a one hour session that will involve some in-class exercises and group discussion.

#### Teaching Staff

Lecturer: Associate Professor Christine Woods

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Office hour: Wednesday 1-2pm

## Learning Resources

Required Text:

Nielsen, S.L., Klyver, K., Evald, M. R. & Bager, T. (2012), *Entrepreneurship in theory and practice: Paradoxes in play*. Edward Elgar, Cheltenham, UK.

Plus additional material as outlined below.

## Course Overview

Week	Module	Content
1	Introduction	Introduction
2 & 3	One	Entrepreneurship and the entrepreneur
4 & 5	Two	The entrepreneurial process
6 & 7	Three	The entrepreneurial content
8 & 9	Four	The entrepreneurial context: Intrapreneurship and family business
10 & 11	Five	The entrepreneurial context: Social entrepreneurship and indigenous entrepreneurship
12	Summary	Summary

## Assessment

Assessment	Due	Weighting	Learning Outcomes
<i>Personal Entrepreneurship (Career) Strategy (2000 words)</i>	<i>Week 6</i>	<i>20%</i>	<i>1,2,6</i>
<i>The Entrepreneurial Process: Essay (2500 words)</i>	<i>Week 12</i>	<i>20%</i>	<i>1,2,6</i>
<i>Individual readiness assessment (iRAT)</i>	<i>Each Module</i>	<i>10%</i>	<i>1,2,5,6</i>
<i>Team readiness assessment (tRAT)</i>	<i>Each Module</i>	<i>5%</i>	<i>1,2,5,6</i>
<i>Application exercises</i>	<i>Each Module</i>	<i>5%</i>	<i>3,4,5,6</i>
<i>New Venture Idea Challenge</i>	<i>Week 5</i>	<i>15%</i>	<i>3, 4, 5, 6</i>
<i>New Venture Summary</i>	<i>Week 11</i>	<i>15%</i>	<i>3, 4, 5, 6</i>
<i>New Venture Pitch</i>	<i>Weeks 12</i>	<i>10%</i>	<i>3,4,5,6</i>