

Course Outline 2011
BUSADMIN 782: ENTREPRENEURSHIP AND INNOVATION
(15 Points)

Quarter 2 (1114)

Course Prescription

Contemporary theory and practice of entrepreneurship and innovation in small-to-medium-sized enterprises (SMEs). Topics include opportunity recognition, new product and venture development, risk management, and venture financing.

Programme and Course Advice:

Prerequisite: BUSADMIN 763 or 773, and 768 or 778

[For official regulations, pre-requisites and prescriptions, please consult the current edition of The University of Auckland *Calendar*.]

Goals of the Course

BUSADMIN 782 focuses on the mindsets and processes of entrepreneurship and innovation in an *international* (i.e. not principally domestic) context, and on the especial circumstances and needs of small-to-medium-sized enterprises (SMEs). The course is designed to integrate and build upon the content of *all previous MBA courses* so as to deliver, clarify, facilitate and/or realise:

1. Theory-based, historical, and practical insights into the characteristics of entrepreneurs and the nature of entrepreneurship and innovation, the sources and determinants of opportunity, and the requisites for successful entrepreneurial action and outcomes;
2. Enhanced appreciation of the roles of the Entrepreneur as innovator, leader, and wealth creator-extractor, and of the nature and sources of *personal* entrepreneurial opportunity;
3. Advanced understanding of the nature and function of a venture's 'business model', its relationship to competitive strategy, and its implications for start-up, growth, financing and sustainability;
4. Insights into alternative perspectives on, models of, and mechanisms for, innovation, venture initiation and resourcing, and the natures, realities and implications of *stakeholders'* needs and expectations; and
5. Comprehension of the initiation and growth challenges facing New Zealand and New Zealand-based ventures, and familiarity with the mechanisms available to overcome (or even exploit) such challenges.

Learning Outcomes

At the end of the term, each *successful* course participant will have demonstrated an advanced or more systematic understanding of, and an ability to explain or apply:

1. Concepts: The theories and characteristics of Entrepreneurship and Innovation and their respective natures, roles, perspectives and objectives;

2. Processes: Generic models, mechanisms and processes for identifying, assessing, initiating, resourcing, and growing high-potential new enterprises;

...and will have had an opportunity to apply new *and previously acquired knowledge* by:

3. Venturing: Identifying, proposing, assessing and communicating a potential *real*, non-trivial new venture based upon an *innovative* new product or service market offering concept.

Content Outline (*Subject to Change*)

Session	Topic/s
1	Course Introduction and Overview
2	Opportunity Finding and Assessment
Easter Break	"Personal Best" Due Diligence Project (Group)
3	Variations on a Theme of Entrepreneurship
4	The Innovative Venture
5	Surviving Start-up
6	Corporate Venturing
7	Engaging the World
8	Seed and Venture Capital Investing
9	Entrepreneurial Leadership
10	Course Conclusion (Project Presentations)
Examination	Comprehensive Final

Learning and Teaching

To achieve the outcomes outlined above a variety of teaching approaches will be utilised: case and topical discussions, a group term project, and occasional lectures and presentations. The expected total average time commitment for this 15-point course will be approximately 150 hours: a scheduled 5 *net* 'contact' hours per active weekend (bi-weekly) plus an *average* 12+ hours *each week* for reading, case preparation, group project work, course revision, and assessment. Regular attendance and active involvement throughout the term in all aspects of the course are critical to both individual and group learning – especially given the highly compressed time format of the course. The end-of-term formal final examination will be comprehensive, addressing *all aspects* of the course.

Teaching Staff

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Learning Resources

BUSADMIN 782 is a reading-intensive, case-discussion based course; lecturing is limited. Most in-class work will be a discussion of pre-assigned readings and cases, pre-preparation for which is critical. Unless otherwise noted or announced, participants will be expected to have read *all* assigned material *in advance* of class and be prepared to contribute to each and every class session.

Pre-readings for class sessions will be available in advance of class, either as hard-copy handouts or as downloadable files from (1) CECIL or (2) a dedicated course webpage.

Case studies for class discussion will be distributed in hard-copy format, free of charge.

There is no *per se* Prescribed (required) textbook. Recommended and/or Supplemental books referenced in class will be available from the University Book Store (UBS).

Course Assessment

'Due Diligence' Report	35%	Due diligence assessment of group opportunity
Personal Contributions	15%	Contributions to classroom and group learning
Final Examination	50%	Case + questions; covers entire course

Total	<hr/> 100%
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Outcomes-Deliverables-Assessment Matrix			
	<i>Deliverables</i>		
<i>Learning Outcomes</i>	'Due Diligence' Report (Group)	Personal Contributions	Final Examination
1: Concepts	X	X	X
2: Processes	X	X	X
3: Venturing	X	(X)	X

(X) = some, partial or limited