

Faculty of Higher Education

Subject Code	ENT829
Subject Name	Entrepreneurial Leadership and Innovation
Credit points	6
Study Level	Year 1 (AQF8)
Delivery mode	Blended
Location	Melbourne
Prerequisites	N/A

Subject Coordinator
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Subject Overview	<p>Successful entrepreneurship and effective leadership are associated with different personal characteristics, behaviours and competencies. This interdisciplinary subject combines both, entrepreneurship and leadership, as any entrepreneur needs to be an effective leader and effective leader an entrepreneur, to drive a venture to success. In this subject, students will explore how leadership styles may influence entrepreneurial activity, innovation, business success and failure. Underpinned by 'lean start-up' methodology and entrepreneurial marketing concepts, students will conduct a real business experiment to practice their entrepreneurial leadership, creativity and innovation.</p>
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Learning Outcomes	Critically review current and relevant literature and argue why and how leadership is an essential component of entrepreneurship
	Apply the minimal viable product methodology to develop viable innovation hospitality product and business model
	Discuss the role of entrepreneurial leadership in the success or failure of an entrepreneurial experiment
	Develop an entrepreneurial marketing campaign for a hospitality product/ service

Assessments	Details	Weighting
	Essay	30%
	Project and portfolio	40%
	Group campaign	30%

Graduate Attributes addressed in this subject	Preparedness
	Cognitive skills to synthesise and consolidate knowledge
	Interpersonal skills
	Teamwork skills
	Communication skills