

Faculty of Higher Education

Subject Code	ENT909
Subject Name	Strategic Entrepreneurship
Credit points	6
Study Level	Year 2 (AQF9)
Delivery mode	Blended
Location	Melbourne
Prerequisites	N/A

Subject Coordinator
Marcela Fang
marcela.fang@angliss.edu.au

Subject Overview	<p>As start-ups grow, they need a framework of plans and goals to guide them. Entrepreneurs can engage both in opportunity-seeing and advantage-seeking behaviours to pursue superior performance. In this subject, students will learn how to develop a business strategy and innovative business models, through which they demonstrate an ability to adapt to the changing business environment. Students will also develop an ability to design system-based goals and guidelines to enable effective information flow to provide insights on performance and enable forecasting, and creating processes to promote efficient and smart decision making.</p>
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Learning Outcomes	Critically evaluate the relative strengths and weaknesses of strategic entrepreneurship theories
	Critically analyse the current and future state of the hospitality industry and other forces that will affect entrepreneurial activity in the industry
	Develop, communicate, and justify a strategy for exploiting a new opportunity
	Communicate business model ideas in formats that inform and engage diverse stakeholders, and reflect on the experience

Assessments	Details	Weighting
	Essay	30%
	Portfolio	30%
	Report	40%

Graduate Attributes addressed in this subject	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge
	Communication skills