

Faculty of Higher Education

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| Subject Code | ENT918 |
| Subject Name | Entrepreneurial Incubator from Idea to Launch |
| Credit points | 24 |
| Study Level | Year 2 (AQF9) |
| Delivery mode | Blended |
| Location | Melbourne |
| Prerequisites | N/A |

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

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| Subject Overview | Building on the ENT919 Entrepreneurial Incubator: From Idea to Pre-launch subject, the purpose of this capstone subject is to provide students with an opportunity to deepen their learning through real entrepreneurial 'venture to market' experience. Students will continue building on their entrepreneurial venture plans and continue the entrepreneurial process of getting their venture to the market. Students will showcase their ventures on a market day, and then critically reflect on their learning and experience to inform their future practice. Students will develop practical skills to launch a start-up, and practice their entrepreneurial leadership as they get their ventures to market. |
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| Learning Outcomes | Present a series of visual documentaries to demonstrate creative initiative and entrepreneurial leadership while progressing through the stages of an entrepreneurial process |
| | Demonstrate integrated theoretical and practical knowledge of entrepreneurship through a combination of visual and tangible means (e.g., marketing material, pop-up decoration, products, etc.). |
| | Get an entrepreneurial venture to market and demonstrate mastery of an entrepreneurial mindset |
| | Critically reflect on the experience and learning gained from the entrepreneurial venture launch, while also showcasing areas of entrepreneurial leadership growth along the program learning path |

| Assessments | Details | Weighting |
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| | Visual documentaries | 30% |
| | Venture showcase | 40% |
| | Reflection and self-appraisal | 30% |

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