

Our Entrepreneurship and Innovation program

Australian Graduate School of Entrepreneurship



swinburne.edu.au/agse



Be the cutting edge

In 2001, Swinburne University of Technology founded the Australian Graduate School of Entrepreneurship (AGSE). This makes us Australia's first dedicated entrepreneurship school. We see disruption as an opportunity. And that's the mindset we teach.

Get exclusive access to Swinburne's vibrant entrepreneurship community, which includes the Innovation Studio, and take advantage of its workshops, masterclasses and Accelerator Program – kickstart your business idea while you study!

Building on Swinburne's longstanding practice of real-world leadership, the curriculum in each AGSE degree is co-created with industry leaders. On top of that, you'll get the best of two worlds: industry practitioners, known as pracademics, teaching alongside Swinburne academics.

The practical application of your learning experience is further emphasised with industry speakers, on-site events, real-life case studies, and guest lecturers from industry and academia.

You'll be building new networks from your first day.



**#1
MELB**

We rank #1 in Melbourne for satisfaction with the staff to student interaction in postgraduate programs*

**TOP
5%**

Accreditation from the AACSB puts the Swinburne School of Business, Law and Entrepreneurship in the top 5% of business schools worldwide.

**RANKED
#43**

Swinburne is ranked #43 in the world in the Times Higher Education (THE) Young University Rankings#

* QILT: Student Experience Survey 2020 and 2021
Times Higher Education Young University Ranking 2023





Master of Entrepreneurship and Innovation

Learn to successfully launch and scale a business idea, navigate rapid change and capitalise on growth. Zero in on opportunities for market entry and develop exceptional project management skills to effectively address the full life cycle of a business, its products and services. At the end of this course, you'll have the specialist edge you need to instigate, lead and manage innovation in any environment you find yourself in.

The Master of Entrepreneurship and Innovation is created with the strategic insight and advisory of our industry partners.

Who you are

You may already have a business you're looking to grow, or the seed of an idea you're raring to launch. You could also be an intrapreneur who wants to lead innovation within the organisation you work for, whether that's in the public, private or non-profit sectors. Either way, you have a burning need to forge a path of your own.

Where it can take you

You'll be equipped with the actionable knowledge and skills required to develop new enterprises or take on senior managerial roles within businesses, government and non-profit organisations.

Entry requirements

Complete in 2 years, full-time or equivalent part-time, if you have

- Any recognised bachelor degree (or higher award). If you have additional qualifications, you may receive Advanced Standing and complete in less than two years, or
- Finished Postgraduate Qualifying Program (international applicants only).

Complete in 1.5 years, full-time or equivalent part-time, if you have

- A bachelor degree or graduate certificate in a related discipline, or
- A bachelor degree (or higher award) in any discipline plus two years' work experience, or
- Finished Postgraduate Qualifying Program (international applicants only) plus two years' work experience or two years' of higher education.

Complete in 1 year, full-time or equivalent part-time, if you have

- Finished Graduate Certificate of Entrepreneurship and Innovation; or
- An honours bachelor degree in a related discipline.

Course duration

Course duration depends on prior study and experience:
2 years (16 units); 1.5 years (12 units); 1 year (8 units) full-time or equivalent part-time.

Course structure

Foundation units – 50 credit points

Students to complete all 4 foundation units below.

ACC60008 Accounting Systems and Reporting

INF60007 Business Information Systems

MGT60040 Management Analysis and Problem-solving

MGT60042 Business Sustainability and Social Impact

Core units – 100 credit points

Students must complete all 8 core units below.

ENT60009 Opportunity Discovery, Creativity and Design

FIN60004 Entrepreneurial Finance

ENT70012 Growth Management

ENT70018 Entrepreneurial Mindset, New Ventures and Innovation

ENT70019 Venture Planning

ENT80031 Venture in Action

ENT80032 Innovation Discovery and Technology Transfer

PRM60001 Project Management in Entrepreneurial Ventures

Specialisation or elective units

You must also complete 50 credit points (mostly 4 units) as your specialisation, or as your electives. There are almost 80 elective units to choose from. Postgraduate internship opportunities are also available as an elective.





Dr Richard Laferriere
Course Director

“Entrepreneurs drive development, they create new businesses, improve organisations and provide benefits to society. The Masters of Entrepreneurship and Innovation is the postgraduate program for those that see opportunities and want to seize them and to develop an entrepreneurial mindset.

The MEI program focuses learning on fundamental tools and skills necessary to start a business and to drive innovation in an organisation. From understanding your customers’ needs to commercialising your innovation, the program positions you as a founder, a corporate entrepreneur or to work in the entrepreneurial ecosystem.”

Other courses in the suite

Graduate Certificate of Entrepreneurship and Innovation*

6 months, full-time or equivalent part-time; all four units listed below.

ENT60009 Opportunity Discovery, Creativity and Design

ENT70018 Entrepreneurial Mindset, New Ventures and Innovation

FIN60004 Entrepreneurial Finance

PRM60001 Project Management in Entrepreneurial Ventures

*Does not fall under AACSB Accreditation

“Professionalism is what Swinburne taught me, for whatever you do, do it professionally and responsibly.

It is about mastering the business skills to run a business, being committed and credible with business partners and investors,

Thi Kim Cuc Le

Master of Entrepreneurship and Innovation



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Specialisations

You may choose one of the below specialisations or alternatively choose the electives of your choice. The specialisation will be noted on your transcript but won't appear on your testamur.

Accounting

The accounting specialisation is critical for professionals with C-suite responsibilities or who provide budgetary and financial advice to clients and/or senior management. Complete the core unit and select any three from the remaining list of units.

ACC60008 Accounting Systems and Reporting (core unit)

FIN60003 Business Modelling and Analysis

ACC80003 Company Auditing

ACC80008 Managerial Accounting

ACC80012 Taxation Principles and Planning

ACC80019 Financial Accounting and Theory

ECO80001 Economics

Business Analytics

Choose four units to learn about business analytics and data visualisation, social media and mobile-based applications, predictive analytics, AI, Big Data, Internet of Things and more.

INF60012 Cloud Enterprise Systems and Analytics

INF60013 Mobile Business and Social Media

INF70008 Business Analytics and Visualisation

INF80005 Business Information Systems Internship Project

INF80031 Applied Business Analytics and Data Visualisation

INF80040 Predictive Analytics

INF80051 Artificial Intelligence and Insights

Business Information Systems

Analyse and articulate how technology can be used to assist business and decision-making processes. Complete the core unit and select any three from the remaining units.

INF60007 Business Information Systems (core unit)

INF70005 Strategic Project Management

INF70008 Business Analytics and Visualisation

INF80014 Contemporary Issues in Business Analysis

INF80042 Governing Technology for Business Environments

Digital Marketing

Select any four of the following units.

MKT60011 Data Empowered Marketing

MKT60012 Consumer Behaviour

MKT70017 Global Digital Marketing

MKT70019 Branding and Creative Innovation

MKT80015 Marketing Communications Agency

Finance

Select any four of the following units.

FIN60003 Business Modelling and Analysis

FIN60010 Elements of Financial Planning and Regulation

FIN80005 Corporate Financial Management

FIN80001 Modern Finance

FIN80004 Capital Markets

FIN80018 Derivatives and Risk Management

Financial Technologies

Co-created with Banxa, Bendigo Bank, Judo Bank, Inaam and Tableau, this specialisation prepares you to thrive in a financial services world of innovation, change and transformation. Complete the core unit and select any three from the remaining list of units.

FIN60006 Frontiers in FinTech (core unit)

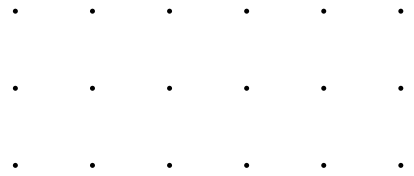
CYB60003 Cybersecurity Law, Policy and Ethics

INF70008 Business Analytics and Visualisation

INF80050 Blockchain: Business Models and Applications

INF80051 Artificial Intelligence and Insights

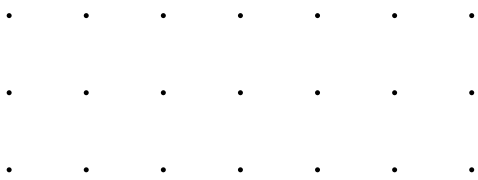
Master of Entrepreneurship and Innovation Specialisations



Human Resource Management

Complete the core unit and select any three from the remaining list of units.

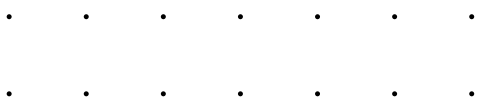
- HRM60013 Employee Relations
- HRM60018 Human Resource Fundamentals (core unit)
- HRM70006 Strategic HRM in the Business Context
- HRM70012 Managing Workplace Diversity and Inclusion
- HRM70013 Strategic Human Resource Management
- HRM80015 Human Capital Analytics



International Business

This specialisation includes the option of adding a study tour or international internship to your experience. NOTE: study tours are not offered every year, they may also be available as electives.

- INB60003 International Trade and Investment
- INB60004 Global Business Cultures: Advanced Theories and Practices
- SCM60003 Supply Chain Management
- HRM70012 Managing Workplace Diversity and Inclusion
- BUS70013 Business Innovation in Europe Study Tour
- BUS70014 Business Innovation in America Study Tour
- BUS70015 Business Innovation in Asia Study Tour
- MFP80002 International Internship
- MFP80004 International Internship – Extended (25 credit points)



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Project Management

Complete the core unit and select any three from the remaining list of units.

- PRM60002 Project Management for Innovative Outcomes
- PRM60003 The Risk Management Spectrum
- SCM60001 Operations Management
- INF70005 Strategic Project Management (core unit)
- PRM70002 Leading Complex Projects
- PRM80002 Project Governance and Resource Management

Research

Conduct practical research in a business area of interest to you. Complete the two core units and select one additional unit.

- BUS80003 Research Methodology (core unit)
- BUS80021 Business Research Thesis (core unit) (25 credit points)
- BUS80017 Quantitative Research Methods
- BUS80018 Qualitative Research Methods
- ECO80002 Advanced Microeconomics
- ECO80003 Economics of Innovation
- INF80054 Data Science Fundamentals
- INF80055 Social Network Analysis

“In the last two subjects I completed, we were teamed with industry partners, professors and PhD students – we were working on real life examples and the outcomes could hopefully benefit people’s futures.

The degree has made me a more rounded professional; it’s made me think of problems in different ways and to challenge the status quo.”

Stacey Lauricella

Master of Entrepreneurship and Innovation



Social Impact

Complete all for units from the list below.

- SIP60001 Corporate Responsibility and Accountability
- SIP60003 Social Impact: Entrepreneurs and Social Innovation
- SIP60004 Social Investment and Philanthropy
- SIP70014 Evaluation and Impact Measurement

Supply Chain Innovation

This specialisation uniquely combines supply chain management, design thinking and data analytics. Plus, you could add a Lean Six Sigma Green Belt to your qualifications. Most units are co-created and, in some cases, co-delivered with industry partners. Choose four units.

- SCM60001 Operations Management
- SCM60002 Six Sigma Lean Green Belt
- SCM60003 Supply Chain Management
- SCM60004 Logistics Management
- PRM60002 Project Management for Innovative Outcomes
- INF70008 Business Analytics and Visualisation

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CAMPUSES

Hawthorn campus

John Street, Hawthorn

Croydon campus

12-50 Norton Road, Croydon


Wantirna campus


Stud Road, Wantirna

Sarawak campus


Kuching, Sarawak, Malaysia

FURTHER INFORMATION

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PLEASE
RECYCLE

The information provided here was correct at the time of printing (November 2021).
For the most up-to-date information, please visit swinburne.edu.au