

Faculty of Higher Education

Subject Code	ENT919
Subject Name	Entrepreneurial Incubator from Idea to Pre-launch
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	The purpose of this subject is to provide students with a firm foundation and experience in getting their venture ideas to market. Building on prior and current knowledge and skills specific to entrepreneurial opportunity identification and evaluation, consumer research, innovation, entrepreneurial leadership, finance, data analytics, design thinking and lean start-up methodologies, and strategic entrepreneurship, students will bring their venture ideas to a pre-launch stage. Students will develop practical skills to create a start-up, and practice their entrepreneurial leadership as they prepare for venture pre-launch.
-------------------------	---

Learning Outcomes	Demonstrate integrated theoretical and practical knowledge of entrepreneurship through the development of entrepreneurial venture plan
	Apply research, cognitive and creative skills to present viable venture concept
	Present entrepreneurial venture pitch while demonstrating a professional understanding of key pitch components
	Critically reflect on the experience and learning gained from the entrepreneurial venture pre-launch stage, while also showcasing areas of entrepreneurial leadership growth along the entrepreneurial path

Assessments	Details	Weighting
	Venture plan	40%
	Business concept and pitch	30%
	Reflection and self-appraisal	30%

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