

NGEE ANN - ADELAIDE
EDUCATION CENTRE

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A PARTNERSHIP SINCE 1998

THE UNIVERSITY OF ADELAIDE
BACHELOR OF INNOVATION AND ENTREPRENEURSHIP
2012/13

NGEE ANN-ADELAIDE EDUCATION CENTRE

Ngee Ann-Adelaide Education Centre is the gateway to globalisation for the University of Adelaide, a University of excellence in postgraduate, undergraduate and professional education. It is a partnership established since 1998 between the University of Adelaide and Ngee Ann Kongsi, with the vision to educate the leaders of tomorrow.

Please visit: www.NAA.edu.sg



Ngee Ann Kongsi is a foundation which is actively involved in educational, cultural and welfare activities. Founded in 1845 by Chinese immigrants of the Teochew dialect group, the Ngee Ann Kongsi was formally incorporated in Singapore under the Ordinance Act in 1933. The Kongsi has grown from a community bound by a common heritage and genuine concern for the welfare of its members to a foundation that now serves the community regardless of race, religion or social status.

Please visit: www.ngeeann.com.sg



With more than 130 years of excellence in education, the University of Adelaide is one of Australia's oldest and most prestigious tertiary institutions.

At the heart of the University's vision, achievement and impact is a belief that the experience of the student is fundamental, and that research and high quality teaching have a symbiotic relationship that underpins and characterises the finest universities in the world.

The University is associated with 5 Nobel Laureates, has produced 106 Rhodes Scholars and 122 Fulbright Scholars, and is a member of the Group of Eight - Australia's leading research-intensive universities.

Please visit: www.adelaide.edu.au and www.go8.edu.au

WHAT IS INNOVATION AND ENTREPRENEURSHIP?

Innovation and entrepreneurship are at the heart of economic growth and development; however very few businesses are innovative or entrepreneurial.

Those that are, will be more likely to grow, be successful and be more sustainable.

WHY STUDY INNOVATION AND ENTREPRENEURSHIP?

Creativity and knowledge produce innovative outcomes. The **Bachelor of Innovation and Entrepreneurship** program offers students the knowledge and skills to assess business opportunities and implement new ideas, create and manage new ventures, develop entrepreneurial management practices, and create supportive work environments that foster and enable innovation.

The program is relevant not only to those who want to start their own business, but also to intra-preneurs, those who work as an employee in an organisation and has interest in developing strategies and processes to build their employer's business in innovative ways.

*“Entrepreneurship principles which are taught in the **Bachelor of Innovation and Entrepreneurship** include recognising and developing business opportunities, being resourceful or doing more with less, and leading entrepreneurial teams. These skills would be valued by most employers.”*

Professor Noel Lindsay

Director, Entrepreneurship, Commercialisation and Innovation Centre, The University of Adelaide

Diploma Graduates in any discipline eligible to apply ●

A degree program taught by academics from the University of Adelaide ●

An internationally recognised degree with global perspectives ●

ABOUT THE ECIC

The Entrepreneurship, Commercialisation and Innovation Centre (ECIC) is an established Centre of The University of Adelaide – a member of the Group of Eight leading Australian Universities. Experienced academic directors within the ECIC deliver a comprehensive suite of flexible coursework programs in the following disciplines:

- **Project Management**
- **Science and Technology Commercialisation**
- **Innovation and Entrepreneurship**

The ECIC's programs are designed to assist individuals in achieving personal growth and professional goals.

www.ecic.adelaide.edu.au

ECIC MISSION

The ECIC's mission is to foster innovation through entrepreneurship, commercialisation and project management research, teaching and community and industry engagement activities.

The ECIC is all about helping individuals make a difference – to create wealth in the form of economic growth and social advancement for companies and communities.

The ECIC's eChallenge at The University of Adelaide



Shape the world

www.adelaide.edu.au/echallenge/

CAREER PATHWAYS

With two distinct streams (being a focus on commercial and social outcome) the program is suitable for a wide variety of individuals from diverse backgrounds. There are many success stories of entrepreneurial graduates who have been equipped with the tools to successfully start and bring to maturity their own new ventures, while corporate innovators have grown new revenue streams for their employers. Others have progressed to work within the innovation and entrepreneurship service sector providing consultancy, advisory, financial or other support services to the new and innovative small to medium enterprise sector.

Past graduates from the onshore Postgraduate programs were from varied backgrounds including but not limited to, primary products industries, internet technology, computer sciences, venture capital, business advisory services, public sector administrators, health and welfare providers, education providers, volunteer and charity services, art curators/ administrators.

Graduates may aspire to be engaged in:

- the start-up and growth of new ventures,
- corporate innovation and entrepreneurship,
- the venture capital, banking or informal investment industries,
- government or other policy or regional development agencies or authorities,
- support services to new ventures and the SME sector, or
- the social sector that supports and facilitates independence, development and growth of communities.

The Entrepreneurs' Challenge (**eChallenge**) is a business plan competition targeted at university students, general and professional staff (from any discipline). This competition is also open to students/staff from other universities, TAFE and the broader community.

The competition is an initiative of The University of Adelaide, which aims to foster the successful development of new ideas into investment-ready, early-stage companies. The **eChallenge** stimulates innovation and entrepreneurship and creates genuine commercial prospects for the benefit of South Australia.

The **eChallenge** is open to teams of two to six people to develop a business plan for a new, previously unfunded concept.

The **eChallenge** aims to foster a broad spectrum of ideas. Participation in the **eChallenge** includes the opportunity to:

- Win attractive cash and prizes
- Attend business and entrepreneurial workshops, receive team mentoring from an industry professional and to be judged by high profile business professionals
- Network with high profile professionals

Taking part in the competition gives you access to experts and entrepreneurs who may help you develop your ideas.

Each semi-finalist team will be given the opportunity to be paired with an experienced business person, to act as their mentor and to assist in the development of an appropriate business model. Teams will also be involved in a structured workshop program to assist in the preparation of a successful business plan. The plans will then be presented to, and judged by panels of high profile business executives.

The competition also educates entrants about the process of getting a viable business idea off the ground. It is certainly more than an exercise in writing a good business plan!

Bachelor of Innovation and Entrepreneurship students enrolled in Ngee Ann-Adelaide Education Centre will be eligible to submit their projects in participation of the **eChallenge**.

COURSE DESCRIPTIONS

Core Courses

FOUNDATIONS OF ENTREPRENEURSHIP

This course is to develop student insight into the principles and practices of entrepreneurship and its role in creating ventures. The syllabus will cover the nature and importance of entrepreneurship; forms of entrepreneurship; the entrepreneurial process; the entrepreneurial mind; creativity, ideas and innovation; screening entrepreneurial opportunities; identifying resources to support entrepreneurial activities; intellectual property issues; accessing finance and other resources; the entrepreneurial team; assessing risk; business structure and ethics; entrepreneurial strategy; finding and reaching customers and marketing innovation; feasibility planning. The role of entrepreneurship in SMEs, corporate venturing, social, and community sectors is examined.

On completion of this course, students should be able to explain the concepts and practice of entrepreneurship; explain the difference and relationship between entrepreneurship and innovation; describe the process of turning an idea into a viable reality; understand how to attract resources to take advantage of an opportunity; explain the legal and ethical issues facing entrepreneurs and describe the different sources of finance for developing business opportunities.

ETHICS AND CULTURAL ASPECTS OF ENTREPRENEURSHIP

This course is to enable students from a variety of backgrounds to understand different social, ethical and cultural backgrounds and how they impact on the decision making process of innovators and entrepreneurs. The course will explore the specific requirements of social and not-for-profit entrepreneurial activity and how effective decision making is enhanced by an understanding of cultural differences. The syllabus will provide an understanding of the cultural factors in family businesses; inter-cultural differences; cultural influences in different economies, a conceptual framework of ethics, law, and culture; social and not-for-profit entrepreneurship and innovation in different contexts; and ethics and entrepreneurship.

On completion of this course, students should be able to display a broad understanding of what social and not-for-profit entrepreneurship is and how culture impacts on innovation and entrepreneurial activity. The students will be able to display an understanding of the different ethical beliefs that are evident both within societies and across different societies. Students will be able to define social and not-for-profit entrepreneurship, ethics, and culture and understand their roles in a commercial context.

TECHNOLOGY COMMERCIALISATION

This course has been designed for those who need a basic understanding of the concepts of successful commercialisation of innovation. The scope of the course covers understanding the commercialisation process; linking with industry; marketing & business communication of the commercialisation process; economic factors; risk factors; intellectual property; technology transfer.

Students will have a sound understanding of the processes, benefits and outcomes of commercialising innovations in a commercial environment. Students will be able to assess the intellectual property issues and other risks and prepare a business case.

OPPORTUNITY ASSESSMENT

This course aims to enable students to understand key issues relating to the commercialisation of an innovation which includes developing an opportunity assessment program; assessing potential success of a number of possible opportunities; risk analysis of commercialisation of innovation; assessing technological innovations; assessing market and financial issues of commercialisation; constructing and communication of conclusions.

Students should be able to conduct risk analysis of the commercialisation opportunities in terms of markets and technology. They should be able to develop and communicate an assessment of a wide range of opportunities of innovations in a commercial context. They should be able to describe the assessment process for a new opportunity/ venture and prepare an assessment program.

INNOVATION AND CREATIVITY

This course aims to help students to develop creative solutions to entrepreneurial opportunities. They will be able to apply these skills to new venture creation and business planning processes in particular, but provide a framework to confidently tackle any problem that could benefit from a creative approach. The syllabus will cover an understanding of individual and group creativity; barriers to creativity and approaches for overcoming these; methods for generating or recognising ideas, alternatives or possibilities to solve commercial or operational problems; turning creativity into innovation that benefits the customer and the business venture; bringing creativity and innovation into the organisation and building an environment to support these activities; creative scenarios for the future for the organisation.

On completion of this course, students should be able to implement creativity tools to generate or recognise opportunities; identify new and alternative possibilities for solving problems; be able to use creative ideas to develop innovations that create value.

ENTREPRENEURIAL STRATEGY AND RESOURCING

Students should be able to identify and analyse a range of strategic sources of resources for innovative entrepreneurial ventures. They should understand the range and benefits of resource acquisition. They will have a sound understanding of strategic planning and how to communicate a strategic plan. They will understand the different types of strategies depending on the context, in particular the innovative and entrepreneurial contexts. The course syllabus includes understanding the strategy concept; strategic decision making; forming and formulating strategy; organisational structure; the entrepreneurial strategic context; the innovative strategic concept; managing change; debt and equity financing as strategic decisions; the forms and sources of non-financial resources.

On completion of the course, students should be able to explain the concepts of strategy, and formulate a strategy in the innovative and entrepreneurial contexts. They will be able to identify strategic resources and be able to ascertain the most appropriate means of accessing the resources needed. They will be able to prepare a strategic plan that is suitable for an innovative venture that is operating in an entrepreneurial environment.

NEW VENTURE PLANNING

This course is to enable students to develop a high level of analytical ability when developing business plans for new ventures that incorporate innovation. The course syllabus includes project management principles and practice; foresight and forecasting methodologies; types of business plans and their uses; financial, marketing and operational aspects of an innovation plan; strategic analysis of innovation and identification of opportunities.

On completion of this course, students should be able to demonstrate the practical skills in researching, planning, and writing a business plan for a new innovative venture; demonstrate an ability to forecast and assess the risks and opportunities when preparing a business plan based on an innovation; demonstrate a high level of competence in presenting a business plan to potential investors or other interested parties through a variety of communication strategies including formal and informal verbal presentations, written submissions, and electronic methodologies.

APPLIED ENTREPRENEURSHIP (LEGAL ASPECTS OF ENTREPRENEURSHIP)

The aim of this course is to enable students from a variety of backgrounds to gain experience and develop their knowledge in innovation and entrepreneurship into practical skills. The course will assist in the development of interpersonal skills, analytical ability, and business acumen. The syllabus is an application of the syllabus in the assumed knowledge courses.

On completion of this course, students should be able to demonstrate an understanding of how entrepreneurship and innovation impacts organisations; demonstrate an ability to commercialise innovation and operate a business plan; have the confidence to develop their own innovative business venture or advise others who are doing so.

Extended Project Part A & B

The aim of this course is to enable students from a variety of backgrounds to gain experience and develop their knowledge in innovation and entrepreneurship into practical skills to a very high level. The course will assist in the development of interpersonal skills, analytical ability, and business acumen to the stage that the student is confident of starting and running a new venture.

This syllabus is an application of the syllabus in the prerequisite courses. Students will work on a practical business plan, implementing it, and exiting from the business which may be either a start-up or an existing business or role play. On completion of this course, students should be able to demonstrate the practical skills in researching, planning, and executing a business plan for a new innovative venture; demonstrate an ability to commercialise innovation, operate a business plan, and assess the risks and opportunities that arise from these activities; demonstrate a high level of competence in the entrepreneurial process and be able to communicate that knowledge to others.

IMPRESSIONS FROM STUDENTS



Caleb Kow Entrepreneur, Diploma in Computer Studies

“The Bachelor of Innovation & Entrepreneurship program provides the individual with a holistic overview of what starting a business theoretically entails, and practically feels like. Students will be exposed to a structured approach to ventures ranging from initial conceptualisation, assessment, to final business plan execution. Within the classroom environment, active discussion further reinforces students’ theoretical knowledge. The end-course project module is also a very good opportunity for students to tap into the University’s support network in order to grow their entrepreneurial ideas. ”



Lin Sicheng NAK Scholar, Diploma in Biotechnology

“I wanted a degree which will positively shape and set me apart in the workforce. The lecturers from the University of Adelaide are constantly developing my critical thinking skills which prepares me for future challenges while climbing up the corporate ladder. I have definitely made the right choice to study at NAA and am excited with the high-paced yet conducive study environment. ”



Brenda Wong Diploma in Banking & Financial Services

“Anyone can study the books and get to know how things ought to be, but the Bachelor of Innovation and Entrepreneurship enables me to step out of the box and practice what was being taught to me. The program stimulates my critical thinking and shapes one’s thoughts by removing common traditional mindsets that had been sown in us. It routes us in mastering the skills and prepares us on the challenges many successful entrepreneurs may face. Setting us apart from the rest would be the sharp business acumen that I had honed in this degree program. ”



Amir Ashraf Diploma in Mechatronic Engineering

“Prior to further my studies, I was keen to embark on a full-time job while pursuing a bachelor program that would fuel my interest in the area of new venture creation. That’s when I found the Bachelor of Innovation and Entrepreneurship program. With its intensive weekend class schedules to suit my work and social agenda, I found the program to be both engaging and relevant to aspiring entrepreneurs like me. I believe the well-structured bachelor program would enable me to build upon both my professional and social network which would be beneficial for my career advancement. ”

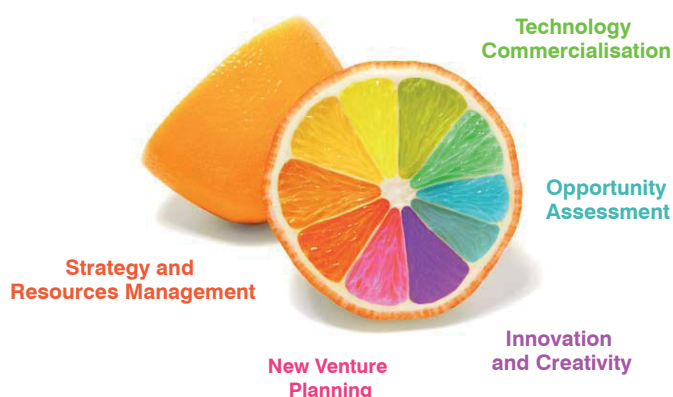
NGEE ANN KONGSI BOND-FREE SCHOLARSHIP

All applications for undergraduate programs will be eligible to apply for Ngee Ann Kongsi Bond-Free Scholarship

Terms & Conditions apply

A Degree with a Difference :

More Than Management Skill



PRE-REQUISITE QUALIFICATION

Students in this program must hold a Diploma or equivalent in any discipline from a recognised polytechnic institution or approved private institution.

DURATION OF PROGRAM

Minimum 18 months

COURSE STRUCTURE

The Bachelor of Innovation and Entrepreneurship program comprises:

- 8 Courses
- 1 Extended Project

ASSESSMENT

Individual assignments, group work, oral presentations, practical assignments, tutorial participation and written examination.

FEES

Application Fee*: S\$200.00 (upon application submission)

Fee per Course: S\$1,590.00

Project Course: S\$4,770.00

Total Tuition Fee: S\$17,490.00

The above fees are subjected to prevailing GST.

Course fees are inclusive of course notes and examination.

Course fees are charged on the basis of the number of courses taken in a given term.

* Fully refundable if unsuccessful in meeting the entry requirements.

ENQUIRY

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Ngee Ann-Adelaide Education Centre

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► www.NAA.edu.sg



ONE TYPICAL TERM OF 3 MONTHS

For each coursework module, classes are facilitated in two flexible intensive blocks of weekend classes in a given term of 3 months commencing January, April, July and October.

The following depicts a typical term:

PRE-INTENSIVE BLOCK

- Collection of course materials
- Pre-reading

1ST INTENSIVE BLOCK

- Weekend classes* are held over Friday, Saturday and Sunday.

POST 1ST INTENSIVE BLOCK

- Assignment writing
- Revision and self study
- Pre-reading for 2nd intensive

2ND INTENSIVE BLOCK

- Weekend classes* are held over Friday, Saturday and Sunday.

POST 2ND INTENSIVE BLOCK

- Assignment writing and submission
- Revision and exam preparations

* A typical intensive weekend teaching block is as follows:

Friday: 7.00 p.m. - 10.00 p.m.

Saturday: 1.00 p.m. - 8.00 p.m.

Sunday: 9.00 a.m. - 4.00 p.m.

DISCLAIMER

The information contained in this publication is correct at the time of printing but may be subject to change without notice. Updates may occur - please check the website for the latest information. Ngee Ann-Adelaide Education Centre and the University of Adelaide assume no responsibility for the accuracy of information provided by third parties.

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