



Entrepreneurship

Create your future!

“Ideally, since 80 percent of your life is spent working, you should start your business around something that is a passion of yours... if you can indulge in your passion, life will be far more interesting than if you're just working”

Richard Branson
Global Entrepreneur, Virgin Group

Do you want to start your own business, or create an innovative spin off? If so, the Master of Entrepreneurship degree could be your launch pad for success!

Entrepreneurs are responsible for the development and introduction of many new products and services, and for opening new markets. Entrepreneurship is also important in today's changing world for the solutions it brings to environmental, social, and economic challenges.

It used to be thought that entrepreneurs were special, that they were born rather than made. However, research has shown that entrepreneurs learn to do what they do, and their success depends largely on their skill and expertise in business.

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Why study Entrepreneurship?

While it is true some well-known entrepreneurs have succeeded without the benefit of a formal education or training in business, this is not usually the case. To increase their likelihood of success entrepreneurs need to be skilled in business activities such as feasibility analysis, finance, accounting, and marketing.

The Master of Entrepreneurship degree provides an opportunity for emergent entrepreneurs to develop the knowledge and skills necessary for starting innovative new ventures that have the potential to grow internationally.

Who is the programme designed for?

Our students tend to fall into four broad categories. The largest group is made up of people who want to start new ventures during the course, or who already own small businesses and want to gain the knowledge and skills to make them grow. Other students want to own their own businesses in the future, but would like to work for entrepreneurial companies for a few years before developing their own ventures.

The third group is made up of people who work for larger organisations that are interested in becoming more entrepreneurial and/or in developing commercial spin-offs. Lastly, there is a group of students who want to learn about the phenomenon of entrepreneurship and may be interested in eventually doing thesis research.

The programme is offered in Dunedin, and due to its nature students can be based anywhere in New Zealand or Australia.

Background required

Applicants seeking admission would normally be expected to have a Bachelor's degree (in any discipline) or have an alternative professional qualification. Satisfactory training or experience in management or business or other entrepreneurial activity would also be considered if it is deemed to be the equivalent of a degree. Considerable emphasis is placed upon evidence of "entrepreneurial talent" possessed by applicants, as well as their work history and experience. So, previous university results are not the only factor determining admission.

Applicants who do not have a degree or a formal qualification may be required to take a GMAT test, achieving a satisfactory score. The course does not assume participants have prior knowledge of any particular business discipline, and is suited to participants from the arts, sciences and professions as well as commerce.

Overview of the programme

The Master of Entrepreneurship is a 15 month programme based upon the premise that the knowledge and skills entrepreneurs need to survive and thrive in business can be taught, while innate entrepreneurial attributes can be identified and encouraged.

Part A

The first part of the degree consists of six papers from ENTR 411 – ENTR 421. Topics covered include idea generation, feasibility analysis, finance and accounting, planning, organisation, marketing and management. Within this you select one optional paper from ENTR 420 (Social Entrepreneurship) or ENTR 421 (Science, Technology and Entrepreneurship).

Each paper is completed over six weeks. The teaching component of each is delivered in an intensive four-day block course held close to the start of the six weeks. While you can be based outside Dunedin you are expected to attend all six of the four-day block courses.

You must complete all the assignments for a paper before the next paper starts. The assignments are designed to extend even the most able students and to encourage them to seek further knowledge away from the classroom. Each paper must be passed before you can progress to the next.

While the programme is underpinned by solid theory, a highly experiential approach is taken to the teaching and learning processes. Each paper includes guest lecturers from industry (for example venture capitalists, lawyers, patent attorneys, and design engineers), and presentations from entrepreneurs. You are also provided with numerous opportunities to network and seek your own mentors.

Part B

The second part of the degree is a practical project ENTR 525. This paper requires you to produce a Business Incubation Report based on your proposed service, product or business process. Alternatively, you can base your report on a local entrepreneur's new venture.

This project integrates the knowledge and skills that you have learnt in the previous six papers and bridges the academic and practical learning approaches. You also gain experience and insight that can be applied to the creation of other business ventures in the future. For the duration of the project you are assigned a supervisor to guide you in the development of the report. There are no formal classes for this paper.

PROFILE

Samantha Berry

Founder, Uni Tutor

Samantha Berry is passionate about learning. Before starting her Master of Entrepreneurship degree in 2011 Samantha completed a BCom in Finance and a BA with Honours in Japanese. During that time she also acted as a tutor, which made her appreciate how important good advice and mentoring for students could be.

This experience gave her the idea to create and launch UniTutor (unitutor.co.nz), Dunedin's first private tutoring company designed specifically for university students.

"I want to create a platform for students to find, book and pay for quality tutors for specific university papers," says Samantha.

At the time of its launch in March 2012 UniTutor had more than 50 tutors on its books. Samantha hopes to expand the service to campuses in Christchurch, Wellington and Auckland by 2013.

"I had an idea and I wasn't quite sure what to do with it, where to start, who to contact. To me it's important to do things correctly the first time round – I believed that the MEntr course could teach me this," says Samantha.

And papers on topics such as feasibility analysis, strategy and marketing have certainly helped her to launch this new venture.

She also discovered the value of networking while undertaking the Master of Entrepreneurship degree because the papers include talks from practitioners as well as researchers.

"This hands down was the most beneficial aspect of the course for me. The talented individuals who came and spoke with students on the course also offered me some great advice. Meeting these individuals and even gaining professional relationships with them has helped to develop UniTutor from an idea to a company that's growing quickly."



For questions about
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otago.ac.nz/entrepreneurship

