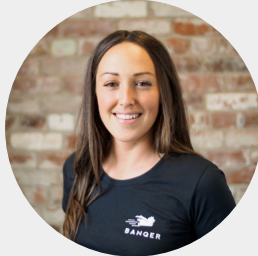


## What our recent graduates say

"I was bitten by the entrepreneurial bug early – I was selling class newspapers at the age of seven – and completing a Master of Entrepreneurship only cemented that passion. I actually first studied economics, then accounting and then entrepreneurship. I'm really grateful that Otago supported my academic growth through allowing me the flexibility to do things a little differently, and remain excited and engaged in learning I was genuinely passionate about."

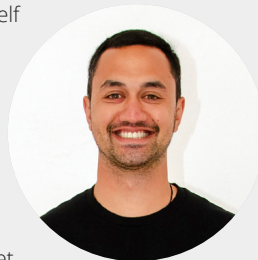


Kendall was named the 2019 Young New Zealander of the Year for her creation of Banqer, an online programme that helps young New Zealanders develop financial literacy skills. She has one tip for future Otago students.

"Broaden your definition of success. Once you do this, you'll open up more options for yourself to really thrive and succeed."

**Kendall Flutey**  
Master of Entrepreneurship graduate

"Until you experience it for yourself you really just can't understand how well Otago sets you up for taking the next step in your career – both from study and people perspectives. You can always spot an Otago grad, as they're usually some of the most personable, engaging and well-rounded individuals you meet at business events."



"My qualification has given me credibility with potential partners and clients. I've had conversations with senior bank executives who have been very interested in the programme. They are always looking for graduates who can think 'outside the box'."

**Marcus Hoefliger**  
Master of Entrepreneurship graduate

## Contact information

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## POSTGRADUATE



BUSINESS SCHOOL  
Te Kura Pakihi

MO3042-C5-20211022



POSTGRADUATE



BUSINESS SCHOOL  
Te Kura Pakihi

# Master of Entrepreneurship

Become the total package!



# “You must do the thing you think you cannot do.”

- Eleanor Roosevelt



## Master of Entrepreneurship (MEntr)

Do you want to develop an entrepreneurial mindset, start your own business or make a difference in the world? The Otago Master of Entrepreneurship gives you the knowledge, skills and confidence you need to strike out on your own – or to grow within an existing role.

Regardless of your background, the MEntr will teach you essential business skills that will allow you to identify, evaluate and exploit ideas.

### Why study the Master of Entrepreneurship at Otago?

- Entrepreneurs need to be skilled in business activities such as ideation, strategy, feasibility analysis, finance and marketing. Entrepreneurship at Otago teaches you to identify and exploit business opportunities. Our innovative and stimulating programme takes a practical problem-solving approach to help you take that next step and create your own future.
- Dunedin has a vibrant and active startup ecosystem that is supported by Startup Dunedin, a not-for-profit organisation that fosters entrepreneurship in Dunedin. Situated close to the Otago Business School, Startup Dunedin runs numerous events and extracurricular programmes throughout the year to cater for ideas and entrepreneurs at every stage of their journey.
- Otago Business School, New Zealand's top-ranked business school for research\*, has a close connection with industry, both regionally and nationally, which helps to ensure that our teaching and research are always relevant.

\*PBRF Quality Evaluation (latest evaluation 2018)

## Key information

- We offer this programme in Dunedin, but it is structured to allow you to remain in a current job elsewhere in New Zealand or Australia (you will be required to attend block courses in Dunedin for each paper taught during the year).
- Usually, candidates will have a B/B+ bachelor's degree (in any discipline), however, we also accept applications from those that have an alternative professional qualification and/or noteworthy entrepreneurial intent.
- The programme is underpinned by solid theory, and a highly experiential approach is taken in the teaching and learning process. Each paper includes guest lecturers from industry, such as venture capitalists, lawyers, patent attorneys, design engineers and entrepreneurs.

### Who is the programme designed for?

*Our students fall into four broad categories, those who:*

- Have an idea and want to learn how to start a new venture.
- Have a business already but want to develop the skills needed to grow their business.
- Have expertise in a different discipline to business but want to learn essential business skills to complement their current knowledge base.
- Want to know more about developing an entrepreneurial mindset.

## Degree structure

The Master of Entrepreneurship is a 15-month programme divided into two parts:

### Part one:

*The first 12 months of the programme consists of seven papers.*

**ENTR 411** Introduction to Entrepreneurship

**ENTR 415** New Venture Strategy

**ENTR 413** Finance for Entrepreneurs

**ENTR 414** Marketing in a Digital World

**ENTR 412** Feasibility Analysis

### *plus two of*

**ENTR 420** Sustainable Entrepreneurship

**ENTR 421** Technology and Entrepreneurship

**TOUR 416** Tourism Entrepreneurship and Business

Each paper has an intensive four-to-five days of lectures on campus, followed by a number of assignments, which students can complete off campus. You will need to complete all seven of these papers in your first year.

### Part two:

**ENTR 501** Business Project

Participants undertake a real-life business project to assess the feasibility of their proposed service, product or business process, and to plan its implementation.

Alternatively, students can base their report on a local entrepreneur's new venture. This project integrates and applies the knowledge and skills that students have learned in the initial seven papers.