



Bachelor of Entrepreneurship

Change the world – your way

“The Bachelor of Entrepreneurship is an awesome idea to encourage students to act and be innovative. In an ever-changing world, it’s more important than ever for people to think entrepreneurially and be proactive with any ideas they have.”

Current Commerce student

The Bachelor of Entrepreneurship (BEntr) is a uniquely self-directed degree that equips you to change the world as you create new products, services and ideas. The BEntr gives you a large degree of freedom in choosing what to study so that your passions, and the problems you want to solve, guide which papers you enrol in. The possibilities are unlimited.

Entrepreneurship is about more than founding startups. Existing businesses need entrepreneurial thinkers too. So do non-profit social and environmental enterprises, and iwi and Pacific communities. Building on Ōtepoti Dunedin’s unique entrepreneurial ecosystem, the BEntr is designed to enable careers that involve developing novel solutions to important challenges facing the world. The programme reflects the Otago Business School’s commitment to accelerating ventures that are for the good of people and the planet.

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Why study for the Bachelor of Entrepreneurship (BEntr)?

Learn as much as you can that's relevant to your idea for a new venture. Develop core skills for starting a venture. Survey what academic research into entrepreneurship has revealed, and apply those findings you believe will help propel your venture and realise more of your ideas as action in the real world. Draw insights from successful startups to turn your dreams into reality.

Some people think that entrepreneurs are born that way – more nature than nurture. Evidence shows otherwise! Entrepreneurial skills, attitudes and behaviours can be learned. The BEntr focuses on both the evidence that diverse approaches can be successful and the common set of fundamental cognitive skills and trainable behavioural attributes that will enable you to grow your mana, deepen your passion for the ideas you want to pursue, and raise the likelihood that you will succeed.

Background required

Genuine passion for whatever has driven you to consider the BEntr is the prerequisite. A genuine desire to develop and fulfil your entrepreneurial potential and willingness to work hard on both your assigned and self-directed tasks are what's required.

Career opportunities

Realise your ideas to create value in the real world by:

- founding your own startup
- working for a rapidly growing startup in Aotearoa New Zealand or overseas
- growing innovative iwi organisations
- providing innovation-focused services in job roles that do not yet exist
- joining an innovation-focused team working in any sized organisation or any sector of the economy, including for-profit, non-profit and public sectors.

Enterprises that develop new products and services across every sector of the economy require the skills of critically evaluating and communicating value principles and new ideas. Wherever “business as usual” is not producing good enough results, entrepreneurial thinking is needed and is in hot demand.

Teaching style

The BEntr is for students who need a flexible degree that allows them to follow their passions. There are challenging assignments and rigorous criteria that will be applied to assess your work.

There is an emphasis on critical thinking to develop your ideas and plans, as well as communicating them. The ability to pitch ideas – on your own or as a team – and communicate solutions to challenging problems is strongly weighted in assessment.

In semester 1 each year, BEntr students will work on their entrepreneurial skills and learning outcomes. This includes learning how to value ventures and communicate value propositions, and developing capabilities like being proactive, risk-taking, creativity and building entrepreneurial networks. Learning from mistakes and dealing with rejection when pitching a new idea are other key skills that students develop.

In semester 2 of each year, students will put their learning into practice. In the first year, they will be encouraged to complete the Audacious programme (see profiles below) or intern at an existing venture. In the second year, students can apply to enter programmes like Ignite or Konaki in which they are part of a business consulting team working with a social enterprise or Māori start-up. In the third year, students will be embedded in a local accelerator programme, an incubator, Māori enterprise or a Pacific venture.

If students feel that their entrepreneurial capability can be developed in other ways, they may complete alternative applied field work, subject to approval by the Director of the Bachelor of Entrepreneurship.

Degree structure: required papers

First Year

- ENTR 101 Starting a Venture
- ENTR 102 Applied Entrepreneurial Practice

Second Year

- ENTR 201 Foundations of Entrepreneurship
- ENTR 202 Applied Entrepreneurial Foundations

Third Year

- ENTR 301 Advanced Topics in Entrepreneurship
- ENTR 302 Entrepreneurial Capital

Plus any two of:

- MANT 301 Managing Innovation and Growth
- MANT 340 Indigenous Management and Organisation
- MART 306 Innovation and New Product Development
- MART 308 Integrated Digital Marketing
- MART 333 Creative Marketing Communication
- ECON 318 Behavioural Economics
- AGRI 321 Agricultural Production and Food Security
- ENVI 311 Understanding Environmental Issues

You do not need to take a major to complete the BEntr. Or if you want to, you can choose any combination of a major or minor in Business, Humanities, Sciences, Applied Science or the Bachelor of Health Sciences. It's up to you.

Otago Network for Entrepreneurship

Dunedin has a thriving startup ecosystem with information, networks, advocacy and resources available to build companies and new organisations. From creative weekends and innovation networks to co-working spaces, Dunedin is an entrepreneurial city with an exciting startup ecosystem.

For questions about the
Bachelor of Entrepreneurship
otago.ac.nz/bentr



PROFILES

Lizzie Cunliffe BAppSc, Consumer Food Science (major), Marketing Management (minor)

“The Audacious programme allowed me to expand my knowledge in innovation in a practical sense by learning valuable entrepreneurial skills including market research, financial skills, problem solving, leadership and communication. It involved a series of two-hour weekly workshops in which we were mentored by the wonderful Startup Dunedin team. The knowledge we obtained

from these workshops was incorporated into my team's business idea, which led to us being awarded ‘Best Pitch’ on the night of the Audacious showcase.

“The programme gave me the opportunity to view the business world through a new lens. The entrepreneurial skill set I developed has allowed me to gain a practical insight into the real world of business and product innovation.”



Logan Johnson BCom, Marketing Management (major), Entrepreneurship (minor)

“One of the best aspects of my degree has been the interplay between the taught content and self-directed projects in marketing and entrepreneurship, and the extracurricular involvements that are available at Otago. The lecturers and staff provide opportunities to become involved with the Dunedin entrepreneurial ecosystem, and so I've been able to take theories and

strategies straight from the lecture theatre into internships and roles with local startups.

“A particular highlight was when a lecturer was receptive to me tinkering with a startup concept and then using it as the basis for my assignments. This meant I was more engaged with my learning, and the feedback from the assignment was then directly applicable to the real world.”

