

POSTGRADUATE



Master of Entrepreneurship

Create your future!

"I don't like to gamble, but if there's one thing I'm willing to bet on, it's myself"

Beyoncé Knowles

Do you want to start your own business, or create an innovative spin-off, plus build up your business network? 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 who are interested in becoming more entrepreneurial and/or developing commercial spin-offs. Lastly, there is a group of students who want to learn about the phenomenon of entrepreneurship and may eventually be interested in doing thesis research.

Where is the programme based?

It is based at the University of Otago's Dunedin campus. Students can be based anywhere in New Zealand, Australia or the wider Asia-Pacific region, but need to attend all six of the four – five day block courses in Dunedin.

Background required

Applicants are normally expected to have a bachelor's degree or have an alternative professional qualification. Satisfactory training or experience in management, 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", as well as work history and experience. Applicants who do not have a degree or a formal qualification may be required to take a GMAT test, and achieve a satisfactory score. The course does not assume participants have prior knowledge of any particular business discipline, and it 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 comprising ENTR411 to ENTR421. Topics covered include idea generation, finance and accounting, planning and organisation, marketing and management, and feasibility analysis. You also need to select one optional paper, from ENTR420 Sustainable Entrepreneurship, TOUR416 Tourism Entrepreneurship and Business or ENTR421 Technology and Entrepreneurship.

Each paper is completed over six weeks. The teaching component of a paper is delivered in an intensive four – five day block course during week two. You need to attend all six of these block courses in Dunedin. All papers have assignments that are designed to extend your skills and encourage you to seek further knowledge away from the classroom. You must

complete all assignments and achieve pass grades for all papers in order to be eligible to start Part B.

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, such as venture capitalists, lawyers, patent attorneys, design engineers and entrepreneurs. You are also provided with numerous opportunities to network and seek your own mentors.

Part B

The second part of the degree is ENTR525, where you produce a Business Incubation Report based on your proposed service, product or business process, or analyse a local entrepreneur's new venture.

This project integrates the knowledge and skills that you have learned 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 future business ventures. 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

Kendall Flutey BCom, DipGrad, MEntr

Founder, Banqer

"Speaking from personal experience, I know that I wouldn't be in the same place today had I not enrolled in Master of Entrepreneurship (MEntr)."

A question from her 10-year-old brother, Jordy, set Kendall on the path to MEntr enrolment and entrepreneurial success.

"He asked me a pretty complicated question about employment options as a business owner – he said he had a business and was earning hundreds of dollars a week from it!"

Kendall discovered Jordy's teacher was running an elaborate 'funny money' system in his classroom which the students loved, but because it was paper-based, the teacher was spending hours every week maintaining it. That gave Kendall the idea for establishing her enterprise, Banqer.

Banqer is simulated online banking for classrooms. It provides a hands-on environment for kids to get curious, creative, and ultimately confident with money.

"I thought an online solution would save the teacher time and give the students an exciting way to gain real-life financial literacy skills."

Banqer is now used by 33,000 students throughout New Zealand. A partnership with Kiwibank has brought the innovative learning system free of charge to 1,000 schools.

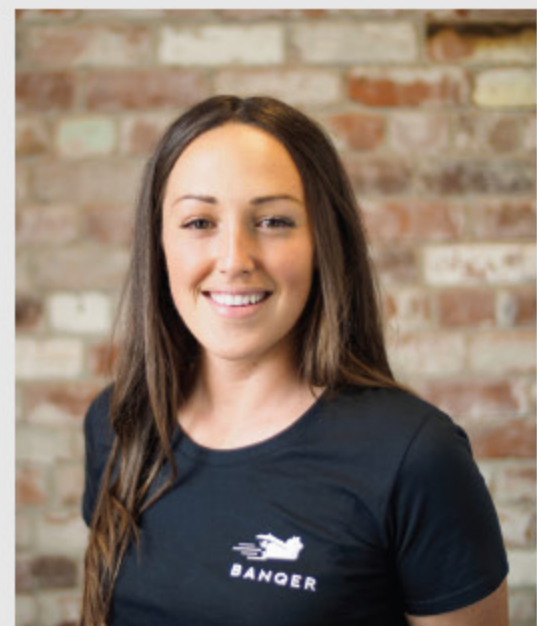
The business now employs six full-time staff and a number of part-timers and has won national and international awards, including the Economic Citizenship Education Prize at the Child & Youth Finance International Global Inclusion Awards in Berlin.

Kendall credits the MEntr with "laying the foundations for business ownership that I would otherwise have been forced to stumble through on my own."

"The content had relevance to what I was passionate about, and the small class sizes meant more contact time with lecturers and fellow students. I also had the chance to delve deeper into the subject matter and pursue tangents."

"The programme structure really suited my learning style and afforded me a lot of flexibility to pursue my business ideas whilst working part-time to finance my studies."

Kendall also found sharing ideas and seeking advice from fellow students was an extremely powerful way to progress her business plans.



For questions about
Master of Entrepreneurship
otago.ac.nz/entrepreneurship

