



Entrepreneurship

Feel the fear, do it anyway

“Studying Entrepreneurship gave me the opportunity to create and produce ideas and products. I thrived at the challenge of collaborating with many different people. The entrepreneurial skill set has allowed me to be more creative and taught me to plan carefully and be well prepared to adapt to changes and challenges.”

Claire Lau BCom (minor Entrepreneurship)
Unilever Future Leaders Programme

The minor in Entrepreneurship is a terrific pairing for any major or course of study. Entrepreneurs create value in the form of new products, new organisations and new ways of doing things. Exceptional entrepreneurs disrupt business-as-usual, creating new markets and new industries. By studying entrepreneurship, you will build your capacity to add value to the world and tackle important challenges in business and beyond. You can also use the entrepreneurial skills and innovative thinking you develop in our programme to solve economic, environmental and social problems of all kinds.

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Why study Entrepreneurship?

Gain business skills. Grow your entrepreneurial behaviour. Nurture your can-do spirit and creative mindset. Be your own boss! Generate value and share it with the world. You can apply your entrepreneurial behaviour to start a business, make a small business large, or make an organisation of any size more productive.

Background required

There are no prerequisites to get started with ENTR 101. Entrepreneurs are intensely interested in what they do. Studying Entrepreneurship complements any topic that you have a passionate interest in, including arts, business, education, medicine and the sciences. Strong communication skills are a plus. Work experience and exposure to entrepreneurial training programmes such as Young Enterprise provide a strong platform on which to build.

Teaching style

You will learn to write a lean business plan. You will pitch your ideas. You will work in groups and interact with world-class researchers and startup founders. You can gain credit for hands-on practical experience working in startups.

Required papers

The minor in Entrepreneurship works well with a broad range of majors, including BCom, BA, MusB, BPA, BTheol, BSc, BAppSc, BHealSc, BACom, BASc or BComSc degrees.

Completing five papers earns you a minor in Entrepreneurship.

Required:

ENTR 101 How to Start a Venture

ENTR 201 Foundations of Entrepreneurship

ENTR 301 Advanced Topics in Entrepreneurship

Plus two papers from:

ENTR 102 Applied Entrepreneurial Practice

ENTR 202 Applied Entrepreneurial Foundations

MART 212 Understanding Markets

MANT 301 Managing Innovation and Growth

MART 306 Innovation and New Product Development

Otago Network for Entrepreneurship (ONE)

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.

Career opportunities

Developing an entrepreneurial mindset enables you to recognise opportunities, test ideas, and know what steps it takes to turn your ideas into action. This means managing innovative ideas and creating new products. Students who have minored in Entrepreneurship have started businesses or gone on to work for startups, multinationals, non-profits and the public sector. The minor in Entrepreneurship equips you to take on a real-world challenge in any sized organisation and create value.

Career opportunities include:

- Business startups in any industry, including arts, education, food, healthcare, medicine, sciences and technology
- Venture capital and startup investing
- Recruitment management
- Business consulting
- Creative project management
- Project management
- Content marketing
- National retail management
- Production management
- Event organising
- Accounting management.

For questions about
Entrepreneurship
otago.ac.nz/bentr



PROFILE

Georgia Harnos BCom Marketing (Music Technology and Entrepreneurship minors)

Georgia Harnos's Marketing and Entrepreneurship studies have taken her from Otago to a career with a leading US fashion design brand.

At Kate Spade New York, Georgia and her team manage all customer-facing creative work, from ad campaigns and photoshoots to emails and events, and the company's Instagram account.

While Georgia initially wanted to work in music marketing she found she didn't have the skill set or interest to specialise in a dedicated music degree, so was pleased she could add an Entrepreneurship minor to her Marketing studies.

"It felt like a great way to learn about a lot of different areas of business and the industries I was interested in."

Georgia says Entrepreneurship classes were among her favourites at Otago, and the "real-life case studies and assignments" were all relevant after she graduated.

"My studies gave me knowledge to be confident in interviews and understand the work I was applying for. I also gained work

experience through my degree, and we learned about and developed real business models and marketing plans – so I felt prepared."

Georgia moved to New York soon after graduating and has been there for almost seven years. Her first job was as a creative project manager at a small digital design agency, which was started by New Zealanders.

"Coming from New Zealand, with a degree from Otago, was a huge plus for my first job – I met my first boss at a New Zealanders in NYC networking event. Everyone has such a positive association with the University of Otago, and I think even just being able to finish a degree, no matter how relevant it is to the field you end up in, is super important to employers."

Georgia says Entrepreneurship offers a "super unique opportunity" to learn from other students, and from group assignments.

"It can be easy to sit back and expect someone else to pick up the slack but the skills I gained at Otago through group projects prepared me most for my current role."

