

Entry requirements

For admission into the 12 subject course, applicants normally must have:

- an acceptable bachelor degree or a relevant professional qualification conducted at a standard equivalent to a bachelor's degree; and
- access to a workplace or projects which could be the basis of their entrepreneurial assignments and project.

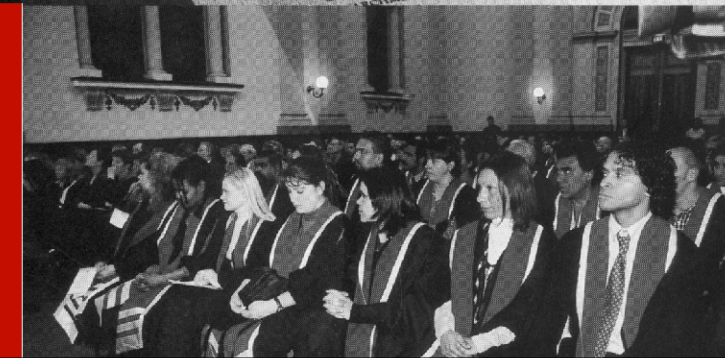
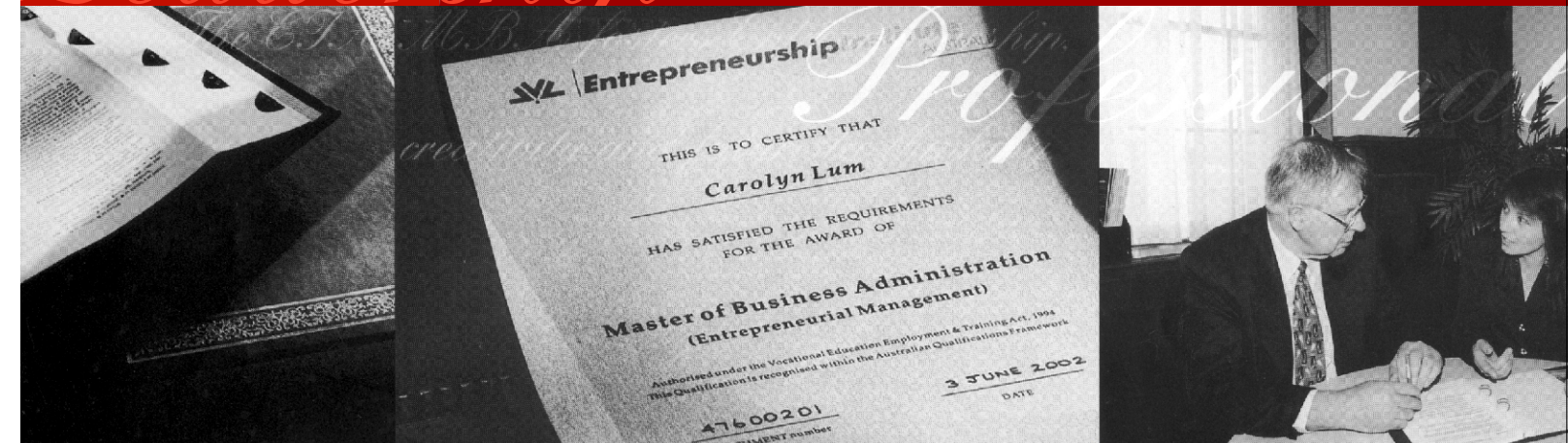
Participants not having an acceptable bachelor degree or equivalent do have a pathway to the MBA on a stage-by stage basis if they successfully complete the 4-subject Graduate Certificate in Management, followed by the 4-subject Graduate Diploma in Management and finally the 4-subject MBA stage of the course. They may enroll in the Graduate Certificate in Management course provided they have:

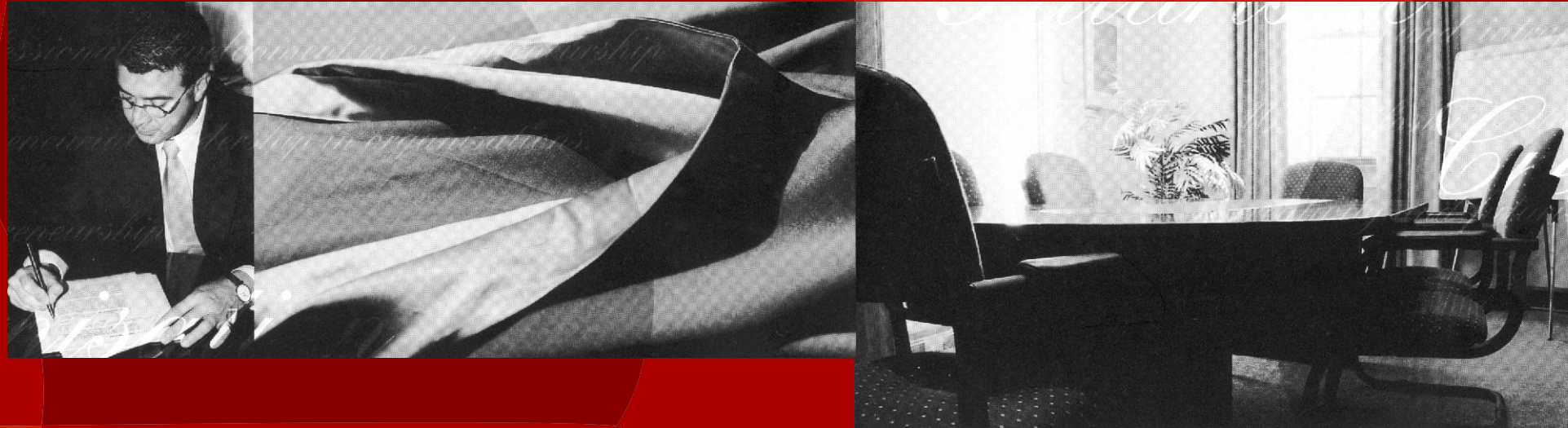
- completed a recognised diploma (or qualification deemed equivalent to an Advanced Diploma under the Australian Qualifications Framework) or are able to demonstrate that they have equivalent experience and learning (for example, in the form of ranking or seniority in their organisation) or have specialised professional or technical qualifications or such other qualifications as are deemed acceptable to the Director;
- at least two years' significant work experience;
- access to a workplace or projects which could be the basis of their entrepreneurial assignments and project; and
- adequate proficiency in English, at levels similar to those adopted by universities.

| Subjects | Summaries |
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| Entrepreneurship | The objective of the subject is to provide participants with an in-depth knowledge of the concept of entrepreneurship in the context of entrepreneurs, entrepreneurial organisations and entrepreneurial countries. |
| New Venture Creation | This subject features the process of creating successful new ventures, including evaluating opportunities designing strategies, forming the entrepreneurial team and developing strategies for financing. |
| Entrepreneurship and Globalisation | This subject is designed to expand the participants' understanding of the role of entrepreneurs in global business development. The subject will also examine issues in operating across international borders in a global context. |
| Franchising | The objective of this subject is to provide participants with the concepts, dimensions and processes of franchising and licensing. |
| Strategic Human Resource Management | This subject provide an understanding of the formal relationship between the employer and employee and the techniques and methods aimed at making the the relationship more effective. |
| Leadership and Organisational Behaviour | This subject will provide the participants with a systematic study of how individuals and groups behave within an organisational setting and the impact of leadership on this behaviour. |
| Strategic Management | The aim of this subject is to provide the participants with an in-depth knowledge of the principles and practice of corporate strategy formulation built around a systematic approach to strategic management. |
| Strategic Marketing | This subject is designed to provide participants with an in-depth knowledge of the marketing concept and the major principles, techniques and theories relating to the strategic practice of marketing, including the development and implementation of competitive marketing strategies. |
| Legal Issues | The objective of this subject is to provide the participants with an awareness and understanding of the critical legal issues that relate to an organisation, thus enhancing the formulation and implementation of strategies for the organisation. |
| Strategic Operations Issues | The aim of this subject is to provide participants with an in-depth knowledge of strategic operations issues that are critical for the operations of an organisation, to the end that the operations may become more efficient and effective. |
| Strategic Finance Issues | The subject is designed to prepare participants for effective and efficient planning and management of financial and resource requirements and targets. The subject is adapted for specific requirements of government, non-profit and entrepreneurial organisations. |
| Entrepreneurial Project | The objective of this subject is to enable participants to undertake a major entrepreneurial project. They will use their knowledge of entrepreneurial management in developing the project. |

Entrepreneurship Institute Australia

Leadership and intrapreneurial leadership in organisation





The Master of Business Administration in Entrepreneurial Management

Programme Overview

The Entrepreneurship Institute of Australia (EIA) is dedicated solely to the professional development of entrepreneurs and corporate intrapreneurs in Australia and internationally.

EIA also offers undergraduate and postgraduate programmes specialising in Entrepreneurial Management. Based in Adelaide, South Australia, EIA is a recognised Degree Conferring Institution with all its qualifications accredited by the South Australian Government and recognised within the national Australian Qualifications Framework (AQF), which provides a nationally consistent framework for all qualifications issued by higher education institutions.

The Entrepreneurial MBA is designed to help business-minded individuals to be best-prepared in their profession as entrepreneurs in their own right or as corporate intrapreneurs in an increasingly competitive market setting.

Specifically aimed at working adults and university graduates, it combines the convenience of directed reading with the participant / faculty interaction that comes with intensive workshops.

The 12 month Entrepreneurial MBA course has been designed to:

- provide participants with knowledge of a broad range of management issues to enable them to become effective entrepreneurial or intrapreneurial managers
- use an active action learning approach to entrepreneurial management
- enable participants to apply their learning through an entrepreneurial project

Course Content

The subjects are as follows:

- Entrepreneurship
- New Venture Creation
- Entrepreneurship and Globalisation
- Franchising
- Strategic Human Resource Management
- Leadership and Organisational Behaviour
- Strategic Management
- Strategic Marketing
- Legal Issues
- Strategic Operations Issues
- Strategic Finance Issues
- Entrepreneurial Project

Course Design and Content

The summaries of the 12 subjects are shown in the table overleaf.

Each subject involves the presentation of a body of knowledge by faculty with extensive managerial and or entrepreneurial experience. The learning approach uses lectures, video presentations, case studies, group discussions and directed reading.

As the action-oriented learning approach is used in the delivery of the programme, participants are able to maximise their entrepreneurial management skills and potential by completing the assignments and the Entrepreneurial Project thereby applying theory to practice.

The course work, assignments, the Entrepreneurial Project and in-class assessments will normally be completed in 12 months.

Assessment

For each subject, participants will complete an assignment and in-class assessments. For the Entrepreneurial Project, the participants will complete a major assignment comprising a real-life entrepreneurial / intrapreneurial venture where the participants utilise

the skills gained during the specialised programme to undertake hands-on research in a new business enterprise or an existing workplace.

Fees

The fee for the programme is set out in the insert. It covers tuition, notes and assessment. The fee does not include cost of textbooks or travel, accommodation, medical, and living expenses incurred for the duration of the programme.

Faculty

The Entrepreneurial MBA subjects are facilitated by a highly qualified and experienced team of facilitators who are committed to the ideals of entrepreneurial management development.

A 12 MONTH
PROGRAMME
THAT FOSTERS
ENTREPRENEURSHIP,
CREATIVITY AND
FUTURISTIC THINKING

