

# Graduate Certificate and Graduate Diploma in Innovation and Entrepreneurship

## Goals of the programme

The Graduate Certificate and Graduate Diploma in Innovation and Entrepreneurship are designed to provide you with the knowledge, skills and understanding of how an innovative idea, product, service or process can lead to a new and successful business, or help an existing firm grow and expand in national and global marketplaces.

You will gain practical knowledge on how to test customer need, finance start-up ventures and innovation projects in established firms, and sell and market to customers. You will also learn how entrepreneurs and managers make decisions, develop strategies and business models, and organise their activities and operations to grow successful and profitable businesses.

## Who should enrol?

Recent science, engineering, creative arts and industries graduates who are interested in adding knowledge and skills in innovation and entrepreneurship to their technical capabilities.

## Employment opportunities

There is a range of potential opportunities for graduates to work for start-up companies or for innovative enterprises seeking to grow their businesses into successful global companies.

## Enrolment

Candidates for admission must have either a bachelors degree from The University of Auckland with an average grade of at least B- or an equivalent qualification from another tertiary institution.



## How the programme will be delivered

The Graduate Certificate requires 60 points and can be completed in one semester of fulltime study. The Graduate Diploma requires 120 points and can be completed in two semesters of fulltime study. (Part-time options may be available on inquiry).

You will have opportunities to engage with faculty, practising entrepreneurs, entrepreneurial managers, sales and marketing experts, angel investors and venture capitalists inside and outside the classroom.

Cases and team projects will be used to simulate, as realistically as possible, practical venture development and business growth.

You will be encouraged to participate in the well-established University of Auckland entrepreneurial ecosystem, which includes SPARK: The University of Auckland Entrepreneurship Challenge, Chiasma, The Entrepreneurs' Club, and other activities promoted by The University of Auckland Business School's Centre for Entrepreneurial Learning.

## Contact us for further information

To be added to a mailing list and kept updated on this programme or for further information please contact Darsel Keane, Centre for Entrepreneurial Learning, The University of Auckland Business School.

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**THE UNIVERSITY OF AUCKLAND**  
**BUSINESS SCHOOL**

## Graduate Certificate in Innovation and Entrepreneurship

### GradCertInnovEnt

#### Requirement

60 points: INNOVENT 201, BUSINESS 305, 306, INNOVENT 303

## Graduate Diploma in Innovation and Entrepreneurship

### GradDiplInnovEnt

#### Requirement

60 points: INNOVENT 201, BUSINESS 305, 306, INNOVENT 303

#### plus either

- 45 points: BUSINESS 307, 308
- 15 points from ACCTG 321, BUSINESS 304, 328, COMLAW 320, ENGGEN 405, INNOVENT 301, 302, 305, INTBUS 201, 306, MKTG 301, SCIGEN 301, or other courses approved by the Programme Coordinator\*

#### or

- 30 points from ENGGEN 405, INNOVENT 301, 302
- 30 points from ACCTG 321, BUSINESS 304, 328, COMLAW 320, ENGGEN 405, INNOVENT 301, 302, 305, INTBUS 201, 306, MKTG 301, OPSMGT 357, SCIGEN 301, or other courses approved by the Programme Coordinator\*

\*Visit [www.business.auckland.ac.nz](http://www.business.auckland.ac.nz) for further details.

### BUSINESS 305 S1 Finance and Control in Entrepreneurial Ventures (15 pts)

Develops knowledge of financial analysis, financial management and financing of innovation projects and potentially high-growth, entrepreneurial ventures. Examines how to read, understand and analyse financial statements, and undertake investment analysis and valuation. Covers the financing of new ventures from both entrepreneur and investor perspectives.

*Corequisite: INNOVENT 201*

### BUSINESS 306 S1 Marketing and Sales in Entrepreneurial Organisations (15 pts)

An examination of the processes of market identification for innovation projects and entrepreneurial ventures. Market evaluation of opportunities to create value, customer development, and the selling of new products or services into national and international markets.

*Corequisite: INNOVENT 201*

### BUSINESS 307 S2 Project Management and Report Writing (15 pts)

Develops knowledge and skills in project management and report writing which will underpin BUSINESS 308 Internship and Report.

*Prerequisite: INNOVENT 201,  
BUSINESS 305, 306*

### BUSINESS 308 S2 Internship and Report (30 pts)

Develops practical knowledge and hands-on experience through a supervised internship and project in an innovative, entrepreneurial organisation.

### INNOVENT 201 S1, S2 Understanding Innovation and Entrepreneurship (15 pts)

Develops knowledge of how entrepreneurs and organisations create and capture value through innovation in national and international markets. Explores various approaches employed by entrepreneurial organisations and considers the skills and attributes needed to succeed in today's competitive and global environment. Introduces key concepts in innovation, including different types of innovation, and managerial and organisational issues related to innovation.

*Prerequisite: BUSINESS 102 or MGMT 101 or  
120 points of courses*

*Restriction: MGMT 202*

### INNOVENT 302 S2 Innovation Management (15 pts)

Examines theories and practices of innovation and management. Focuses on how firms can manage innovation-related uncertainties in an international context. Topics include traditional management concerns such as organisational strategy, structure, culture, people management processes, and contemporary management issues relating to managing innovation processes that occur across knowledge domains and physical geographies.

*Prerequisite: INNOVENT 201 or MGMT 202 or  
SCIGEN 201 or ENGGEN 302 or 303*

*Restriction: MGMT 305*

### INNOVENT 303 S1, S2 Entrepreneurship (15 pts)

Understanding the role of entrepreneurship in new and existing organisations is critical in today's global economy. Examines issues relating to starting and managing new ventures and assessing and pursuing opportunities in existing firms. Discusses the theory and principles of entrepreneurship to enable students to assess and evaluate opportunities both conceptually and through the preparation of an actual opportunity assessment and/or business proposal.

*Prerequisite: INNOVENT 201 and 202, or  
MGMT 202 or SCIGEN 201 or ENGGEN 302  
or 303*

*Note: students in this programme suite will be  
permitted to enrol in INNOVENT 303*

