



DIFFERENTLY

THINK

***INNOVATION AND
ENTERPRISE PROGRAMS***

A DYNAMIC LEARNING EXPERIENCE EMPOWERING YOU TO THINK BIG.

FLINDERS UNIVERSITY OFFERS ALL STUDENTS THE OPPORTUNITY TO EMBED INNOVATION AND ENTERPRISE TOPICS WITHIN THEIR DEGREE.

Around 70 per cent of young Australian graduates are starting their careers in roles that will substantially change or be obsolete in the next 10 to 15 years.*

At Flinders, we prepare you for the careers of tomorrow, providing you with the 'personal enterprise' skills to be ready for the five career changes and 17 different jobs you are likely to have over your lifetime.*

We recognise that careers are evolving and the workplace of the future will look very different from today's. That's why we're constantly fine-tuning our degrees to empower you to create the jobs of the future.

The innovation and enterprise suite is powered by Fox School of Business at Temple University, a US top-ten university for entrepreneurship** and cutting-edge online teaching. Each topic is embedded with the philosophy of Flinders New Venture Institute, our entrepreneurial arm. Innovation and enterprise topics can be undertaken with any degree at any time to unlock your career potential.

By providing you with the skills necessary to enhance your creativity, understand and embrace innovation, and think like an entrepreneur, we'll prepare you for graduate success. You'll gain an understanding of the forces of disruption, using new technology and business models to succeed in the industries of today, and challenge the industries of tomorrow.

Expand your learning experience and excel in a future that will be automated, globalised and collaborative, by adding innovation and enterprise topics to your degree.

Fundamental topics are also available to all students undertaking a Flinders bachelor degree. In addition, the Bachelor of Letters (Innovation and Enterprise) can be undertaken with an existing undergraduate degree, as a fourth year standalone course, and as an online undergraduate course.

TOPICS

- **Innovative and Creative Thinking:**
Recognising opportunities
- **Collaboration, Co-Creation & The Crowd:**
Leveraging your ecosystem for innovation
- **Innovation for Social Impact:**
Doing good while doing well
- **From Intuition to Insight:**
Validating desirability, feasibility and viability
- **From Innovation to Impact:**
Creating a roadmap from opportunity to action
- **Going Live!**
Strategies, resources and activities
- **Finding Backers & Champions:**
Pitching for financial resources and support
- **Early Wins Matter:**
Nothing happens without a sale

GOING BEYOND STARTS WITH

THINKING BEYOND

TURBO CHARGE YOUR CAREER WITH FLINDERS NEW INNOVATION AND ENTERPRISE PROGRAMS, POWERED BY THE FOX SCHOOL OF BUSINESS IN THE U.S.

FOR MORE INFORMATION VISIT: [FLINDERS.EDU.AU/INNOVATION](https://flinders.edu.au/innovation)

*The New Work Smarts, Foundation for Young Australians, 2017.** The Princeton Review, 2017.

Bachelor of Business (Innovation and Enterprise)

Think big. Make an impact.
Design your future.

The Bachelor of Business (Innovation and Enterprise) prepares you for the jobs of the future and to deliver enterprising solutions in a world disrupted by technological change. You will receive mentorship from leading entrepreneurs, work with innovative businesses and have the opportunity to learn new approaches to directly improve business outcomes. Graduates receive a qualification from Flinders along with certification from Fox School of Business at Temple University in the US. Innovation and enterprise will equip you with skills and networks to help prepare you for future careers in a vast range of areas.

Bachelor of Business (Innovation and Enterprise)

3	PT	D
PREREQUISITES	None	
ASSUMED KNOWLEDGE	None	
SATAC CODE	234901	
2017 ATAR	65.00	
GUARANTEED ENTRY ATAR	75.00	
TAFELINK	Cert IV or above	
BONUS POINTS	UES, LLM	

Develop your personal enterprise skills to enhance creativity, understand and embrace innovation, and think like an entrepreneur

Prepare for future careers in a vast range of areas

Develop skills and understand ideas critical to the future of our economies and societies

Build your skills and networks by undertaking a live industry project or work placement

Online topics provide greater flexibility

Offered in partnership with Fox School of Business at Temple University, a top-ten US university for entrepreneurship*

*The Princeton Review, 2017.

STUDY PROGRAM*

First year

A typical first year might include:

- topics in management, people and organisations; innovative and creative thinking; and collaboration, co-creation and the crowd.

Second year

A typical second year might include:

- topics in the international business context, social enterprise, STEM-driven innovation, and validating new opportunities.

Third year

A typical third year might include:

- topics in business planning for new ventures, building innovative business models, commercialising opportunities, launching new ventures, and finding backers and champions.

*Intended as a guide only. Check the course rule for this degree program on our course web pages regularly for the most comprehensive and up-to-date topic information.

PRACTICAL EXPERIENCE

The degree provides you with practical experience that prepares you for the workplace:

- Participate in Work-Integrated Learning and industry placement programs.
- Immerse yourself in live industry projects with the New Venture Institute and engage with business in a real-world environment.

STUDY ABROAD

Flinders has a series of international exchange links that give you a chance to study part of your degree overseas, including a short-term three-week study tour to a yearlong exchange at any one of 80 partner universities around the world.

Gain another perspective, gather experience and immerse yourself in the culture of another country. It'll be fundamental for your career and it will look great on your résumé too.

PREFERENCES

When choosing your preferences through SATAC, other Flinders degrees you might want to include in your list are:

- Bachelor of Business
- Bachelor of Commerce
- Bachelor of Arts.

COMBINED DEGREES

Expand your career options by combining this degree with one of the following:

- Bachelor of Arts
- Bachelor of Commerce (Accounting)
- Bachelor of Commerce (Finance)
- Bachelor of Health Sciences (Health Promotion)
- Bachelor of International Relations
- Bachelor of International Tourism
- Bachelor of Laws and Legal Practice
- Bachelor of Laws and Legal Practice (Honours)
- Bachelor of Public Administration.

CAREER OPPORTUNITIES

Your degree is the first step towards a range of employment opportunities.

Some potential occupations for those with a degree in this area as they progress through their career include:

- commercial associate
- innovation associate
- business development officer
- marketing officer
- junior business analyst
- entrepreneur/founder.

Potential employers include:

- Uber
- Terra Firma
- Mars Australia
- Department of Industry, Innovation and Science.

FURTHER STUDY

Opportunities for further study include:

- Bachelor of Business (Honours)
- Graduate Certificate, Graduate Diploma and Master of Innovation and Enterprise
- Graduate Certificate, Graduate Diploma and Master of Business Administration (work experience required for entry)
- Master of Business
- Master of Accounting
- Master of Accounting and Finance
- Master of Accounting and Marketing.



Innovation, entrepreneurial thinking, experiential learning opportunities, and influential research are hallmarks of the Fox School of Business.

Established in 1918 as part of Temple University, the Fox School of Business has a distinguished tradition of preparing business leaders, professionals, and entrepreneurs for successful careers. Today, it is among the largest, most comprehensive business schools in the world.

Fox aims to create and disseminate knowledge which transforms students in order to face local, national and global challenges.

The Fox School of Business' Mission

- Providing competency-driven education, a core component of our growth and success.
- Leveraging our knowledge and resources to provide experiential learning, immersion and other collaboration opportunities across programs around the world.
- Offering the best professional development and career management opportunities.
- Committing to continuous improvement through stakeholder engagement, industry relations, and assurance of learning across all programs to ensure our curricula provide the best possible return on students' educational investment.

- Engaging in pioneering research to advance knowledge and to develop scholars through rigorous academic and practice-oriented doctoral education.

- Linking education, research and outreach efforts to the driving forces of our economy – information technology, globalisation, innovation, entrepreneurship, ethics – and providing high-quality education and student services in traditional and digital learning environments.

The Fox School of Business is thoroughly committed to providing a student-centred education and professional development relevant to today's digital, global economy. That commitment is reflected in the integration of technology into the curriculum and classroom, and in the encouragement of entrepreneurship and innovation in business and education.

TURBO CHARGE YOUR DEGREE WITH IN-DEPTH STUDY OF INNOVATION AND ENTERPRISE

Transformative disruption will increasingly affect all areas of private and public sectors. Using innovative and entrepreneurial approaches to deliver enterprising solutions will be a much sought-after skill in the years to come.

Bachelor of Letters (Innovation and Enterprise)

1* PT D

Apply at enrolment in your main degree.

* When studied concurrently with any Flinders degree.

Bachelor of Letters (Innovation and Enterprise) (Graduate Entry)

1 PT IN

SATAC CODE

2GC139

Understanding new infrastructure, operating and business models in a world disrupted by technological and service innovation is essential.

The Bachelor of Letters (Innovation and Enterprise) provides in-depth preparation in these areas to give your qualification an added edge, either while you're studying or as an extra year once you've graduated.

WHAT YOU WILL STUDY

The Bachelor of Letters (Innovation and Enterprise) prepares you for the jobs of the future and to deliver enterprising solutions in a world disrupted by technological change. You will receive mentorship from leading entrepreneurs, work with innovative business and develop your own ideas.

The Bachelor of Letters is a 108-unit course available to students to be studied concurrently with any other Flinders bachelor degree. It is normally undertaken part-time over three years to allow concurrent study with another bachelor degree, adding one extra year to the overall program of study. Students apply for the concurrent Bachelor of Letters at enrolment.

The Bachelor of Letters (Innovation and Enterprise) is also available via graduate entry to anyone who already holds an undergraduate qualification and meets the University's minimum entry requirements.

'Australians are voracious consumers of technology but there's a fundamental difference between using tech and creating it. Wouldn't it be amazing if the next Tesla Motors or Google was founded in Australia? We have a tremendous opportunity to unleash the entrepreneurial talent of our students and help them create tomorrow's ventures. It all starts with teaching entrepreneurship to our students.'

Alan Noble
Engineering Director, Google Australia and New Zealand



ENHANCE YOUR EXPERTISE BY MAJORING IN INNOVATION AND ENTERPRISE

A major in innovation and enterprise will help you get more out of your degree. Apply creative thinking and entrepreneurial action and become an innovator in your area of expertise.

Innovation and enterprise is available as a major in the following Flinders degrees:

- Bachelor of Applied Geographical Information Systems
- Bachelor of Arts
- Bachelor of Arts and Science

The major in innovation and enterprise consists of 36 units, to be completed in conjunction with the program of study for your main degree.

WHAT YOU WILL STUDY

To graduate with an innovation and enterprise major, you must complete nine units of innovation and enterprise in each of the three years, plus an additional nine units of innovation and enterprise electives.

YEAR 1

- Innovative and Creative Thinking: Recognising Opportunities (4.5 units)
- Collaboration, Co-Creation & The Crowd: Leveraging Your Ecosystem for Innovation (4.5 units).

YEAR 2

- Innovation for Social Impact: Doing Good While Doing Well (4.5 units)
- From Intuition to Insight: Validating Desirability, Feasibility and Viability (4.5 units)

YEAR 3

- From Innovation to Impact: Creating a Roadmap from Opportunity to Action (4.5 units)
- Going Live! Strategies, Resources and Activities (4.5 units)

ELECTIVES

- Finding Backers & Champions: Pitching for Financial Resources and Support (4.5 units)
- Early Wins Matter: Nothing Happens Without a Sale (4.5 units)

GET A TASTE OF INNOVATION AND ENTERPRISE IN YOUR DEGREE

No matter what career or profession you're going into, being more creative and appreciating how and why modern organisations function will help you to be more valuable, more employable, more innovative and more entrepreneurial.

All Flinders students can embed innovation and enterprise in their degree by taking an elective in this area.

If you're studying humanities, education, law or social and behavioural sciences, you're encouraged to enrol in Innovative and Creative Thinking: Recognising Opportunities.

If you're studying medicine, nursing, health sciences, science or engineering, you're encouraged to enrol in Agile Innovation for STEM: User Centred Design & Development.

The full suite of innovation and enterprise topics are also available as electives, as long as prerequisites are met.

'PWC proudly supports Flinders New Venture Institute. At PWC we value innovative and talented graduates. The ability of students to think laterally, to seize opportunities and to work from day one with clients is invaluable, and is delivered through this suite of innovation and enterprise topics.'

Mark Thomson
Partner, PWC

Bachelor of Design and Technology Innovation

Make new ideas a reality.

The Bachelor of Design and Technology Innovation links user needs to technology and commercial reality. Developing a new product or service requires you to identify a problem and create a commercial solution. The degree prepares you to do this by developing a sound understanding of three areas: design; innovation management; and science, technology and engineering.

Bachelor of Design and Technology Innovation

3* PT D

PREREQUISITES	None
ASSUMED KNOWLEDGE	None
SATAC CODE	224771
2017 ATAR	70.00
GUARANTEED ENTRY ATAR	75.00
TAFELINK	Cert IV or above
BONUS POINTS	UES, LLM

* One to two years if taken as a combination with an engineering, science, IT, environment or business degree.

Match a problem with technology to create a commercial solution

Gain an understanding of industrial design, technology and innovation in one degree

Enhance your employability with highly attractive, vital skills in the rapidly changing innovation sector

Access world-class facilities in the Tonsley Innovation District

Combine with an engineering, science, information technology or environment degree and boost your competitive edge in the job market

STUDY PROGRAM*

First year

A typical first year might include:

- core topics in design communication, professional skills and engineering design
- topics in mathematics, data science or biostatistics
- topics in innovation and enterprise such as agile innovation for STEM
- topics in science, engineering or business to attach your design skills to a particular field.

Second year

A typical second year might include:

- core topics in innovation management, design for manufacture and design methods
- topics in entrepreneurship and small business, business planning for new ventures, strategic marketing, consumer behaviour, or social and information networks
- topics in innovation and enterprise to develop skills in co-creation, crowdsourcing, technology-led innovation and opportunity validation
- topics in science or engineering to attach your design skills to a particular field.

Third year

A typical third year might include:

- a capstone topic, design studio, which is an integrated high-technology design consulting project with a company
- a 12-week practical work experience placement in industry in Australia or overseas
- topics in innovation and enterprise to develop skills in business model design, commercialisation and launching new ventures
- topics in science or engineering to attach your design skills to a particular field.

*Intended as a guide only. Check the course rule for this degree program on our course web pages regularly for the most comprehensive and up-to-date topic information.

PRACTICAL EXPERIENCE

The degree provides you with practical experience that prepares you for the workplace:

- Gain hands-on exposure to the cutting-edge equipment and facilities of Flinders University's new technology precinct at Tonsley.
- Participate in a 12-week industry work integrated placement.
- Undertake an integrated high-technology design consulting project to put what you learn into practice.

ACCREDITATION

The degree is recognised by the Design Institute of Australia.

STUDY ABROAD

There are opportunities to take your studies overseas with a 12-week practical work experience placement in Europe, Asia or North America.

PREFERENCES

When choosing your preferences through SATAC, another Flinders degree you might want to include in your list is the Bachelor of Engineering Science.

COMBINED DEGREES

Expand your career options by combining this degree with a bachelor degree in science, engineering, information technology or environment. Contact Flinders Connect for advice on available combinations.

CAREER OPPORTUNITIES

Your degree is the first step towards a range of employment opportunities.

Some potential occupations for those with a degree in this area as they progress through their career include:

- product designer
- business development manager
- commercialisation specialist
- graduate consultant
- innovation strategist.

Potential employers include:

- CSR Limited
- CSIRO
- Department of Industry, Innovation and Science
- Clipsal
- Adidas.

FURTHER STUDY

Opportunities for further study include masters and PhD research programs.

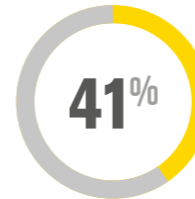
By 2030, workers will spend...



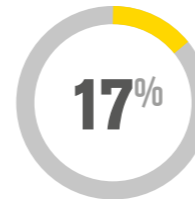
more time learning on the job



more time at work solving problems



more time on critical thinking and judgment



more time per week using verbal communication and interpersonal skills



TAKE YOUR QUALIFICATIONS TO THE NEXT LEVEL WITH POSTGRADUATE STUDY IN INNOVATION & ENTERPRISE

Think creatively, innovate constantly and act entrepreneurially to navigate the future.

Flinders' new postgraduate programs in innovation and enterprise develop your capacity to leverage disruption, creativity and innovation to pursue valuable opportunities. Transform the organisations and industries of today. Launch the new ventures, technologies and services of tomorrow. And drive a new wave of socio-economic advancement, growth and stability for our shared future.

Connect with experienced entrepreneurs, innovators and industry

Grow or transform an existing business

Build an organisation-wide culture of creativity and innovation

Launch an innovative new venture or enhance your career

Benefit from a flexible learning schedule

Graduate Certificate in Innovation and Enterprise

0.5 PT IN

SATAC CODE

2GC139

- 4 topics
- 3 hours a week x 12 weeks face-to-face
- 1 semester full-time or part-time equivalent

Through a series of interactive learning workshops, in-class activities and real-world challenges, immerse yourself in creative thinking and problem solving, contemporary innovation principles and processes, dynamics of disruptive markets, value proposition development, business model innovation, and characteristics of disruptive and creative organisational cultures and ecosystems.

The Graduate Certificate in Innovation and Enterprise combines contemporary academic theory with global best-practice methodologies in areas such as design thinking, agile innovation, lean start-up, rapid prototyping, and business model canvas.

ENTRY REQUIREMENTS

The Graduate Certificate in Innovation and Enterprise requires the completion of 18 units of study. It is normally available to applicants who hold an undergraduate degree in any area or have five full-time years of entrepreneurial work experience or supervisory or managerial work experience in a relevant area (eg entrepreneurship, innovation, enterprise).

The University may, under certain circumstances and subject to specific conditions, admit others who can show evidence of fitness for candidature.

Graduate Diploma in Innovation and Enterprise

1 PT IN

SATAC CODE

2GD108

- 8 topics
- 3 hours a week x 12 weeks face-to-face
- 1 year full-time study or part-time equivalent

The Graduate Diploma in Innovation and Enterprise takes you beyond the search for new opportunities. You will learn how to build the analytical and managerial skills required to benefit from collaborative and open innovation approaches and networks, assess the strategic fit of innovation initiatives, build the commercial business case, develop a scalable business model, and execute projects and ventures successfully.

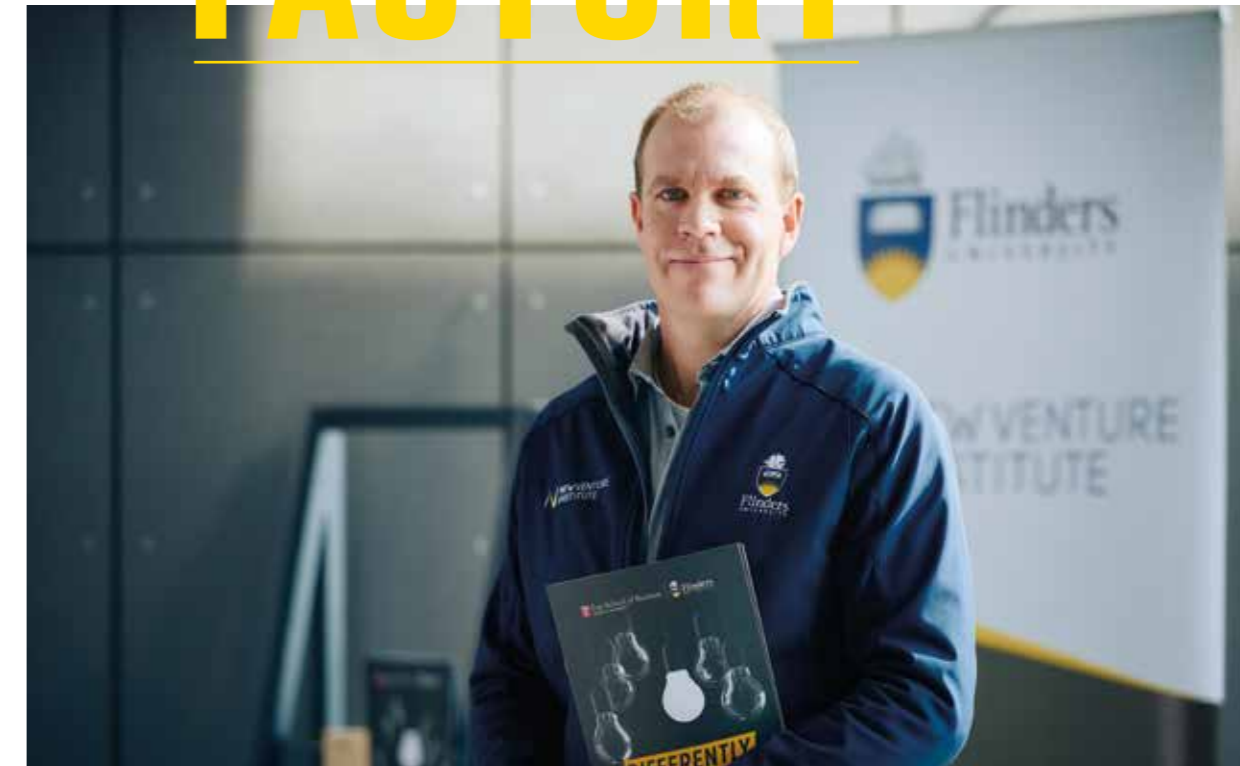
You'll also get to 'go live' with a real initiative, either in the form of a new venture launch, a corporate innovation sprint or an intensive study tour or industry placement. You'll apply your learning and develop the ability to both think and act entrepreneurially.

ENTRY REQUIREMENTS

The Graduate Diploma in Innovation and Enterprise requires the completion of 36 units of study. It is normally available to applicants who hold an approved bachelor degree, the Graduate Certificate in Innovation and Enterprise from Flinders University, or an equivalent qualification.

The University may, under certain circumstances and subject to specific conditions, admit others who can show evidence of fitness for candidature.

THE IDEAS FACTORY



Matthew Salier, Director, New Venture Institute

Social and cultural entrepreneurs play a vital role in a vibrant society alongside economic entrepreneurs – using their knowledge to take calculated risks in order to create something new.

At Flinders University's New Venture Institute (NVI), Director Matthew Salier is working to give students an opportunity to gain all kinds of entrepreneurial experience before they graduate, providing an environment to pursue bold new ideas.

'We want more entrepreneurs with the skills and insight to make a real difference, so our program is about entrepreneurial thinking, innovation and creativity,' Matt said.

More than 200 business executives have been involved in guiding well over 1000 students through NVI's programs since 2013, resulting in more than 230 start-ups.

'NVI is open to anyone with an idea or a goal to be able to make change, because we understand that some of the best ideas come from the most unlikely places.'

'We want to empower people to go out and start their own business, giving them the skills and knowledge to start down that road,' said Matt.

Alongside start-up creation programs, NVI connects students to businesses as a core component of their education. Working in small consulting teams, students address client business challenges that aim to deliver solutions and drive business growth.

'These embedded business experiences ensure Flinders graduates are equipped to be future employees or future employers for the growth businesses of tomorrow,' Matt said.

An NVI Fund under the University's trust provides students with the resources to advance their ideas and seek start-up capital. Students are able to undertake a trip to America to experience the strong entrepreneurial market within partner universities and independent business incubators.

'As a university we want our students to be at the forefront of the graduate market.'

'Having these experience and these qualities is a key way to achieve this. We want to encourage our students to experiment and take chances, that's how we at Flinders and NVI can make a real impact on the world,' Matt said.



Flinders
UNIVERSITY

ROOM FOR
IDEAS
TO GROW

***GO* BEYOND**

FLINDERS.EDU.AU/STUDY