The UTS Business School one year intensive MBA entrepreneurship program is designed to deliver the skills, knowledge and networks needed to:

› take business ideas up to venture capital grade;
› understand what makes entrepreneurs succeed;
› immerse yourself in an entrepreneurial environment working on live projects; and
› develop, test and launch your own ideas, in collaboration with aspiring entrepreneurs and innovators.

Uniquely constructed as three short courses you can choose how, when and what you need to know whilst developing, with increasing confidence, your own enterprise ideas.

**LEARN WHAT YOU NEED WHEN YOU NEED IT**

3 GRADUATE CERTIFICATES = 1 YEAR MBA

Choose what you learn, how long to invest in studying, and the sequence in which you develop your expertise.

<table>
<thead>
<tr>
<th>Graduate Certificate</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercialisation</td>
<td>March to June</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>July to November</td>
</tr>
<tr>
<td>New Venture Funding</td>
<td>December to February</td>
</tr>
</tbody>
</table>
WHY UTS BUSINESS SCHOOL?

BUSINESS AS [UN]USUAL
At UTS Business School we take a fresh approach to complex problems, drawing from multiple disciplines to create innovative solutions.

Knowledge with impact: Our research and programs are developed with industry for industry.

Learn from the experts: You will be taught by leading academics and practitioners who cut their teeth doing exactly what you want to do, and who bring in a global network to our doorstep.

Reality-based rigour: Live case studies, with real clients, provide the ultimate opportunity to apply what you learn, all while being mentored by who’s who of corporate leaders.

WE UNDERSTAND YOU
We value your time: Our academics and practitioners are supported by state-of-the-art teaching labs and online resources that ensure your valuable time is well-spent in class.

We know you don’t want to put your life on hold while you study, so our subjects allow you apply tomorrow what you learn today.

Put your experience to work, with recognition of prior learning from previous study, or entry into graduate certificates via professional experience rather than a bachelor degree.

The company you keep defines the company you make - learn with motivated students from diverse backgrounds.

IN GOOD COMPANY
UTS is Australia’s top young university, 1st in Australia and 21st globally in the latest Times Higher Education Rankings for universities under 50.

Under the latest QS Initiative – QS Stars Business Schools – UTS Business School was awarded 5 Stars overall, achieving 5-star ratings in Employability, Engagement, Internationalisation and Diversity, and Facilities.

AACSB-accredited, a global assurance of quality and learning achieved by less than 10% of the world’s business school.

POSITION, POSITION, POSITION
We are located in the heart of Australia’s start-up capital. In fact, in our postcode alone (Ultimo) there is 3 times the amount of start-up activity of Australia’s next highest precinct, in Melbourne. This location gives you:

› A thriving creative and entrepreneurial precinct in which to build your network and company
› Access to leading entrepreneurial incubators, accelerators and co-working spaces at your doorstep
› Walking access to Australia’s biggest venture capital and customer markets and to busiest transport hubs
› Great coffee; you’re going to need it!
Graduate Certificate in COMMERCIALISATION

Gaining and applying key business skills through a combination of face to face, online and case-based learning

<table>
<thead>
<tr>
<th>Subject number</th>
<th>Subject Name</th>
<th>Credit Points</th>
<th>Delivery Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>22910</td>
<td>Accounting for New Ventures</td>
<td>3 CP</td>
<td></td>
</tr>
<tr>
<td>25920</td>
<td>Entrepreneurial Finance</td>
<td>3 CP</td>
<td>Intensive (2 days) plus self-paced online</td>
</tr>
<tr>
<td>25930</td>
<td>Entrepreneurial Statistics</td>
<td>3 CP</td>
<td></td>
</tr>
<tr>
<td>24910</td>
<td>Entrepreneurial Sales and Marketing</td>
<td>3 CP</td>
<td></td>
</tr>
<tr>
<td>21940</td>
<td>Opportunity Commercialisation</td>
<td>12 CP</td>
<td>Intensive</td>
</tr>
</tbody>
</table>

Key capability outcomes include:
› Understanding the ‘language’ of business
› How to develop a new product
› How to understand, acquire and value your customer
› How to value your company
› Understanding the costs of capital and financing the development and delivery of your product

Graduate Certificate in ENTREPRENEURSHIP†

Focus on internal and external relationship building - your own team, partners and investors - and fine-tuning your strategic capacity working on a live case study guided by global industry experts

<table>
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<th>Delivery Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>21941</td>
<td>Leadership, Teams and Scalability</td>
<td>6 CP</td>
<td>Intensive</td>
</tr>
<tr>
<td>21942</td>
<td>Corporate Structures and Intellectual Property</td>
<td>6 CP</td>
<td>Intensive</td>
</tr>
<tr>
<td>21944</td>
<td>Entrepreneurship and Innovation Practice</td>
<td>12 CP</td>
<td>Weekly evening classes</td>
</tr>
</tbody>
</table>

Key capability outcomes include:
› How to understand the capabilities of your team
› How to reward and incentivise your team
› How to identify what wets an investor’s appetite
› How to negotiate, manage contracts and your company’s IP
› Experience working on a live start-up project

Graduate Certificate in NEW VENTURE FUNDING†

Working on your project, identifying your key value proposition, and perfecting your sales pitch

<table>
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<th>Delivery Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>21943</td>
<td>Venture Planning and Pitching</td>
<td>12 CP</td>
<td>Intensive/weekly hybrid</td>
</tr>
<tr>
<td>21945</td>
<td>Global Entrepreneurship</td>
<td>12 CP</td>
<td>Intensive</td>
</tr>
</tbody>
</table>

Key capability outcomes include:
› Understanding how to differentiate from your competitors
› How to develop a viable worldwide business model
› Understanding your global market and how to pitch your product
› Receiving and acting on feedback

† Note: The Graduate Certificate in Entrepreneurship and the Graduate Certificate in New Venture Funding both have as requisites the online subjects 22910 Accounting for New Ventures, 25920 Entrepreneurial Finance, 25930 Entrepreneurial Statistics and 24910 Entrepreneurial Sales and Marketing from the Graduate Certificate in Commercialisation, or evidence of their equivalent prior study from a recognised degree. International students must enrol in the complete MBA Entrepreneurship, not individual graduate certificates.
In today’s economy, you’re either the disruptor or the disrupted.

We aim to put you on the right side of that equation.

The information in this brochure is correct at August 2015. Changes in circumstances after this date may alter the accuracy or currency of the information. UTS reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the University.

CRICOS Provider Code: 00099F  CRICOS Course Code: 087948F

Expressions of interest for our inaugural intake now open

MBAe.uts.edu.au