

Entrepreneurship and Innovation

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1. Entrepreneurial Capability

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- 2. Challenges of Entrepreneurship

2. Challenges of Entrepreneurship

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3. Strategies

3. Strategies

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6. Fostering Innovation

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8. Business Model Canvas

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9. Lean Startup Theory

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Chapter Overview

Getting Started

This division begins with a starter topic that outlines the key concepts and provides important information and context around entrepreneurship and its significance in organisations. This is then proceeded by 3 key concepts topic. Each topic has associated key readings. It is recommended that you engage with these core readings before you access the detailed division content.

At the conclusion of each topic, there is an online quiz. Please complete the quizzes after you have completed the core readings and associated learning for each topic.

To assist you with your learning experience further learning materials have been provided. We recommend you engage with these resources.

- The Global Leaders Faculty videos provide an industry perspective on the key concepts of the topic you are engaged with.
- The additional readings provide further information, examples and perspectives about the concepts being taught

Engaging with these additional resources will build your skills, knowledge and understanding and assist you in completing your assessment tasks to a high standard.

Key concepts

- Major theories and models of entrepreneurship and innovation management.
- Challenges faced by entrepreneurs and strategies to utilised to overcome them.
- Strategic innovation practices and differentiated positioning.
- Stages and challenges of the innovation process.
- Fundraising and project advancement.
- Characteristics of effective entrepreneurs and innovators.

Readings

- This is a summary of some required and additional readings found throughout the chapters and in the UC library. Please be advised that these readings are for further exploration and assessment research.
- **Required Readings**

Reading	Availability
The Heart of Entrepreneurship - HBR - Howard H. Stevenson, David, E. Gumpert	Read here. (Links to an external site.)
A Practical Strategy for Discovering, Evaluating and Exploiting Entrepreneurial Opportunities - Kevin Hindle	Read here. (Links to an external site.)
Value innovation: a leap into the blue ocean - W. Chan Kim and Renee Mauborgne	Read here. (Links to an external site.)
The links between Creativity, Innovation and Entrepreneurship - Dr. Gerrit Anton de Waal	Read here. (Links to an external site.)
Ten Types of Innovation: The Discipline of Building Breakthroughs - Keeley, L., Pikkell, R., Quinn, B. & Walters, H.	Read here. (Links to an external site.)
Managing Risk and Reward in an Innovation Portfolio - George S.Day	Read here. (Links to an external site.)
Design Thinking - Tim Brown	Read here. (Links to an external site.)
Why Business Models Matter - Joan Magretta	Read here. (Links to an external site.)
Book Summary: The Lean Startup by Eric Ries	Read here. (Links to an external site.)