



Entrepreneurial Fundamentals

Micro-unit suite

Bring entrepreneurial thinking into your organisation

Strengthen the creativity of your team, put the focus on your customers, collaborate, and develop lean business solutions with this 3-micro-unit suite.

Sharpen the entrepreneurial skills your business needs to identify opportunities and capitalise on change in your industry.

The benefits of micro-units

Micro-units are high impact, high quality short courses that deliver a return on your investment, fast.

To suit the needs of your organisation, each micro-unit may be delivered in-house, on campus, or online with flexible delivery options, including self-directed learning

This 3-micro-unit suite is equivalent to a single (core) unit in a business master degree and upon completion may be used as academic credit.



The path to entrepreneurial thinking

1. Cultivating creativity

The first micro-unit will help you to nurture and apply your creativity to add and unlock new sources of value to you and your organisation. The micro-unit dispels some of the pervasive myths about creativity and examines the three major components of creativity that need to be used in business contexts.

- Moving beyond the 'creative genius' model
- Understanding creative and critical thinking
- The power of play
- Creativity and innovation: are they the same thing?

2. Creating exceptional experiences

This micro-unit takes the view that great products and services are designed with people in mind. Using proven tools to interrogate your assumptions, including design thinking, you'll learn how to identify and reframe problems, and make better decisions by putting your customer first.

- The key elements of successful product and service design
- The power of observation
- Personas, customer journey mapping and service blueprints
- Qualitative vs quantitative – you may not know as much about your customer as you think.

3. Entrepreneur's toolkit

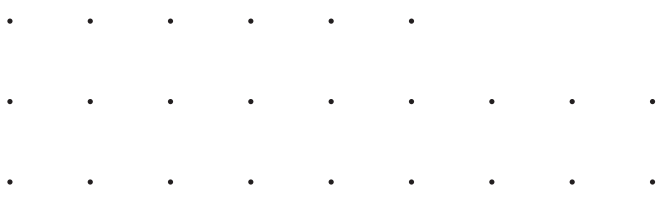
The third micro-unit is a hands-on guide to take a business idea from concept to reality. Through the application of a range of tools and frameworks, you'll develop an actionable plan that can be applied in the real world.

- Business model canvas
- Prototyping and testing
- Effectively using data
- Lean startup methodology
- Preparing a successful pitch.

The Australian Graduate School of Entrepreneurship

The instincts of a change-maker beat in the heart of everyone, as does the potential to see opportunity through chaos. The Australian Graduate School of Entrepreneurship helps you tap into these instincts whether your ideas are for your own business, or for your place of work.

We believe that if you're keeping up with change, you're already too late.



Find out more

Ask us about this micro-unit suite:

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