



# Entrepreneurial Mindset

## Micro-unit suite

Bring entrepreneurial thinking into your organisation

Expand your organisation's entrepreneurial awareness and capability with this 3-micro-unit suite.

Discover principles your team can apply to identify and assess new value and use innovation to revitalise or renew your organisation.

### 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.

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# The path to developing an entrepreneurial mindset

## 1. Entrepreneurial mindset and intuitive decision making

In this first micro-unit you'll examine the characteristics of successful entrepreneurs to understand how these contribute to effective entrepreneurial action. Cultivating an entrepreneurial mindset will enable you to identify entrepreneurial opportunities.

- Opportunity recognition, entrepreneurial behaviour and entrepreneurial mindset
- Intuitive decision making
- Company entrepreneurial health and culture

## 2. Innovative strategy as a tool of entrepreneurship

This micro-unit focuses on key theories of innovation to provide understanding how effective innovation strategy can be used as a tool in entrepreneurship to drive growth through value. Understanding these elements is key in driving sustainable innovation.

- Creative destruction and new business creation, innovation, innovation ecosystems, open innovation
- Compare measures of innovation performance

## 3. Sustaining corporate innovation

The third micro-unit examines how corporate leadership, ethical values and management strategies facilitate and sustain entrepreneurial and innovative business practice. Understanding the impact on innovation culture will facilitate successful corporate entrepreneurship.

- Corporate leadership, ethical values and management strategies that facilitate entrepreneurial and innovation business practice
- Sustaining innovation outcomes for corporate enterprises
- Entrepreneurial orientation


## 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:

 (03) 9214 8055

 [agse@swin.edu.au](mailto:agse@swin.edu.au)

 [swinburne.edu.au/agse](http://swinburne.edu.au/agse)

Australian Graduate School of Entrepreneurship  
AGSE Building  
School of Business, Law and Entrepreneurship  
Swinburne University of Technology  
PO Box 218, Hawthorn VIC 3122, Australia



Swinburne Australian Graduate School of Entrepreneurship