



innovation INSTITUTE

Today's ideas. Tomorrow's solutions.

YEP | Young Entrepreneurship Program 2017

Course Summary.

This course aims to provide students with an understanding of enterprise and entrepreneurship by introducing the role of the entrepreneur and the entrepreneurial process. Using an innovative idea, students will take a step by step process of actualising an idea into a theoretical business. With guided lesson structures and freedom to develop an innovation, students can change their way of thinking towards developing their own business by turning a great idea into a successful venture. In a fun environment students will be shown how to take ownership of their development through the creation of an innovative idea in their main area of interest and how to turn it into a sustainable business.

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This course content is relevant to students who are interested in commercialising their own innovations and starting a business - large or small. With a structure of three hours a week, over 10 weeks the course will culminate in a showcase to parents, teachers, fellow students, business leaders and government officials. The favoured 'people's choice' innovations will receive prizes, and all participants will be provided with relevant contacts for organisations concerned with innovation and entrepreneurship.

Course Learning Outcomes.

The weekly learning sessions will be split into theory for the first half and practical for the second half of each session. The theory aspect will be facilitated by industry/entrepreneur specialists. The practical component will involve students creating their own original innovation under the guidance of an entrepreneur mentor. On completion of this course, students should be able to:

1. Develop a plan for creating an original innovation by implementing entrepreneurial skills acquired.
2. Identify the attitudes, values, characteristics, behaviour, and processes associated with successful entrepreneurial behaviour.
3. Understand what is meant by entrepreneurship and innovation from both a theoretical and practical perspective.
4. Learn continually through the interaction with peers, mentors and industry and entrepreneur professionals.
5. Describe the ways in which entrepreneurs perceive opportunity, manage risk, organise resources and add value.
6. Acquire a wide range of resource materials that facilitate the continuing learning process in the future.

Term Course Outline.

WEEK	TOPIC	ACTIVITY
1	What is Entrepreneurship/Innovation?	Theory –Worksheets Practical – Form a group Brainstorm ideas/Commence Decision making on innovation to be developed
2	The Entrepreneurial Process	Theory–Worksheets Practical – Finalise innovation idea to be developed Follow Entrepreneurial Process
3	Social Entrepreneurship	Theory –Worksheets Practical – Business Plan group Work continues on Innovation
4	The Business Plan	Theory –Worksheets Practical–Business Plan Innovation project
5	Business Structure	Theory –Worksheets Practical–Business Plan Innovation project
6	Business Marketing	Theory –Worksheets Practical–Business Plan Mentor Contact Innovation project
7	Business Finance	Theory –Worksheets Practical–Business Plan Innovation Project
8	Business Law	Theory –Worksheets Practical–Business Plan Mentor Contact Innovation project
9	Entrepreneurship Opportunities	Theory –Worksheets Practical–Business Plan Innovation Project
10	Q & A and Evaluation	Practical–Business Plan Mentor Contact Innovation project

*Offsite work continues to finalise innovation idea and keep in contact with group mentor.