

BBA - UNIT LEARNING OUTCOMES (ULO) - ENTREPRENEURSHIP

CRICOS Provider Code: 03335G | CRICOS Course (BBA) Code:077570G

| CORE UNITS | |
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| 1. | PRINCIPLES OF MANAGEMENT |
| | Demonstrate an understanding of the fundamental concepts, principles and functions of management |
| | Identify and assess the issues involved in managing a diverse work force |
| | Critically discuss the impact of corporate social responsibility of organisations |
| | Select relevant and applicable management concepts in situations involving leadership, motivation, teamwork and effective communication |
| | Establish the link between corporate culture and environmental factors and view them as organisational resources that can be used to respond to challenges and uncertainties |
| | Provide realistic solutions grounded in management principles to real life organisational problems |
| 2. | MACROECONOMICS |
| | Demonstrate an understanding of the fundamental concepts, principles and functions of management |
| | Identify and assess the issues involved in managing a diverse work force |
| | Critically discuss the impact of corporate social responsibility of organisations |
| | Select relevant and applicable management concepts in situations involving leadership, motivation, teamwork and effective communication |
| | Establish the link between corporate culture and environmental factors and view them as organisational resources that can be used to respond to challenges and uncertainties |
| | Provide realistic solutions grounded in management principles to real life organisational problems |
| 3. | WORLD CULTURES |
| | Adopt a global perspective of the world and better understand of multi-cultural life; Discuss the concept of "change" In the context of globalisation |
| | Display an awareness of the world's cultural diversity, as well as its growing interdependence in the 21st century and beyond |
| | Analyse cultural issues critically, make comparisons and question the nature of usual cultural norms |
| | Identify opportunities that managing across business cultures may present |
| 4. | MATHEMATICAL AND DIGITAL LITERACY |
| | Demonstrate an understanding of concepts of mathematics such as linear, simultaneous and quadratic equation and their relevance to business |
| | Demonstrate an understanding of the basic and advanced features of MS Excel as a computational business tool |
| | Determine when to use MS Excel while solving common business problems, cases and compare different scenarios |
| | Demonstrate spreadsheet skills proficiency using MS Excel |
| 5. | BUSINESS COMMUNICATIONS 1 |
| | Demonstrate an understanding of the basic concepts and rules of business English writing with clarity, conciseness, correctness, completeness and courteousness |
| | Demonstrate a comprehensive understanding of the process, concepts and problems pertaining to oral communication in business |
| | Compare and contrast different types of business documents, their contents and formats |
| | Display skills for communicating in different business situations |
| | Appreciate the role of listening in communication and use tools and techniques for active listening |
| | Display overall knowledge and mastery of essential Business English writing skills |
| | Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations |
| | Work independently and in teams to produce effective business reports and presentations |
| | Plan, organise and participate in group meetings effectively |
| | Select appropriate tools for communicating in different business situations |

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| 6. | MICROECONOMICS |
| | Demonstrate substantial knowledge of the fundamental principles of microeconomics |
| | Interpret business events and issues from a microeconomic perspective |
| | Analyse the linkages between economic theory and real-life business problems |
| | Undertake individual or group-based analysis, discussions, debates, and formal presentations addressing micro- economic issues |
| | Plan and coordinate work independently and in teams, to meet deadlines, delivery styles and specified quality standards |
| | Apply relevant microeconomic principles to interpret business events and issues |
| 7. | SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY |
| | Identify the major 'sustainability' issues facing mankind that impact the conduct of modern day business; Demonstrate an understanding of the importance of CSR and social entrepreneurship |
| | Discuss a wide range of social and environmental problems and relate them to the world of business |
| | Identify and address the opportunities & challenges the future brings by being able to manage the environment, business and society sustainably; Critically analyse the social and environmental impacts of the conduct of business |
| | Critically analyse the social and environmental impacts of the conduct of business, and innovate solutions/outcomes premised on evidence/research |
| | Present opinions and results of critical analysis persuasively in writing and verbally by using the features of Microsoft Word and Microsoft PowerPoint |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| | Have a "creative" and inclusive game plan for 'doing' CSR as entrepreneurs or businessmen |
| 8. | MARKETING |
| | Demonstrate an understanding the role of marketing in the internal and external business environments; Demonstrate knowledge of product development, pricing, distribution and promotion and the extended marketing mix |
| | Demonstrate an understanding of the importance of marketing and its role and dynamics in a firm and society |
| | Critically analyse factors affecting consumer and business behaviour |
| | Design a marketing plan using the learning from an STP analysis |
| | Design a marketing plan using the learning from an STP analysis (work in teams) |
| 9. | INTRODUCTION TO QUANTITATIVE METHODS IN BUSINESS |
| | Demonstrate an understanding of the basic concepts and techniques of quantitative methods, and their application in business, management and leadership (disruption of business) |
| | Locate/identify data/information to examine and understand current status. Interpret trends and estimate projects and communicating in different business contexts |
| | Appreciate the role of various mathematical and statistical concepts and apply relevant equations/formulae as an aid to business decision making |
| | Use of language communication to persuade and influence |
| | Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations |
| | Plan, organise and participate in group meetings to produce effective business reports and presentations |
| | Resolve conflicts and possible variations in analyses and findings. Select appropriate tools (and medium) for communicating in different business situations |
| 10. | ORGANISATIONAL BEHAVIOUR |
| | Demonstrate knowledge about how people function and relate within organisations |
| | Display self-awareness in the areas of interpersonal and behavioural skills and be prepared to function interpersonally and organisationally as future managers |
| | Critically analyse and discuss issues and problems faced by organisations and suggest practical solutions to address them by using Organisational Behaviour models and frameworks |
| | Engage in persuasive discussions and present recommendations and possible solutions in written reports and verbal presentations |
| | Work independently and in teams to produce effective business solutions, reports and presentations. Apply Organisational Behaviour models and frameworks while working independently and in teams to produce effective business solutions, reports and presentations |

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| 11. | STATISTICS |
| | Demonstrate an understanding of the fundamental concepts and techniques of statistics; Demonstrate knowledge of application of descriptive statistics concepts to data sets; Appreciate the application of advanced statistical analyses such as, but not limited to, multiple regressions |
| | Understand business processes, their individual parts and inter-linkages quantitatively, and make statistical inferences that enable decision making |
| | Perform business forecasting for parameters such as such as revenue, cost or related business variables and/or other macroeconomic factors |
| 12. | OPERATIONS MANAGEMENT |
| | Demonstrate an understanding of the basic quantitative concepts and tools of Operations Management |
| | Analyse and discuss the basic quantitative concepts of Operations Management in the context of real life situations |
| | Select and use the appropriate Operations Management tools and techniques to provide realistic solutions to relevant business situations |
| 13. | FINANCIAL ACCOUNTING |
| | Demonstrate an understanding of the basic concepts and principles of accounting and accounting terminology in line with the latest accounting standards; Demonstrate an understanding of and use different methods of managing a well-organised and effective inventory and budget in line with adequate internal control systems |
| | Analyse financial statements of selected companies using financial ratios |
| | Prepare and interpret basic financial statements namely income statement, balance sheet and cash flow statements; Understand the role of financial ratios and interpret financial statements and account for specific items such as current assets and current liabilities |
| | Plan and coordinate work independently and in teams, to meet deadlines, delivery styles and specified quality standards |
| 14. | BUSINESS DISRUPTIVE TECHNOLOGY |
| | Identify and evaluate the latest technology trends and their impact on business |
| | Recognise the challenges in implementing emerging technology |
| | Construct business strategies that exploit innovation trends for competitive advantage |
| | Innovate solutions for disruption (technology, business and leadership) |
| | Communicate, in oral and written form in a group setting, how new technology adoption impacts on business outcomes |
| 15. | CORPORATE FINANCE |
| | Demonstrate an understanding of key concepts of 'time value' of money and knowledge required to calculate 'present value' and 'future values'; Display knowledge of the various capital budgeting techniques including, but not limited to, NPV, IRR, Payback Period, and their uses and applications; Exhibit an understanding of cash and working capital management, and their role and importance in financial management |
| | Appreciate the relationship between accounting profits and cash flow |
| | Critically discuss capital structure and analyse how leverage affects both market value and the required rates of return on equity and assets |
| | Plan, coordinate and work independently and in teams, to meet deadlines, delivery styles and specified quality standards |
| | Apply appropriate financial management tools and techniques in decision making for projects, investments and capital structure |
| 16. | DECISION SCIENCE AND ANALYTICS |
| | Examine the basic concepts of decision science, its importance and application in business and leadership/management |
| | Understand and explain the cognitive processes underlying decision-making processes and bias (with reference to business intelligence and associated research) |
| | Explain the steps in decision-making process, and implications of risk management and leading change |
| | Apply simple decision-making models (and strategic thinking processes) to devise innovative solutions to improve individual and team judgement and decisions |
| | Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations. [Intercultural Competence and Communication] |
| | Examine and understand the different roles individuals and groups/teams play in decision-making |
| | Note and evaluate the ethics and equity around data access, and confidentiality in communicating to individuals/teams |

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| 17. | RESEARCH METHODOLOGY |
| | Demonstrate an understanding of research methodology and frameworks relevant to the conduct of business research; Assess the suitability of research tools and techniques and the limitations of quantitative and qualitative research |
| | Understand the use of research and its applications to business needs |
| | Interpret research reports and output derive insights from them |
| | Examine research questions, and innovate methods and data analysis |
| | Prepare a sample questionnaire, collect data and communicate the analysis via a research report |
| | Plan and coordinate work independently and in teams, to meet deadlines, delivery styles and specified quality standards |
| | Prepare a sample research proposal responsibly and with due consideration of various ethical principles of research |
| 18. | DATA SCIENCE FOR BUSINESS |
| | Examine the basic concepts of data science and applications in business, economics and commerce |
| | Locate/identify data/information to examine and understand current status. Interpret trends and estimate projects, and communicating in different business contexts |
| | Use quantitative abilities to solve data science problems [Problem Solving and Decision Making] |
| | Evaluate and dissect data in different ways |
| | Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations |
| | Interpret a data set and present findings in oral and written form |
| 19. | HUMAN RESOURCES MANAGEMENT |
| | Understand the fundamental concepts of Human Resource Management and describe the general function of human resource management in organizations; Describe the specific functions of the key activities in human resource management (inclusive of job analysis, human resources planning, recruitment and selection, training and development, performance management, compensation management, and industrial and employee relations) |
| | Recognise the real-world applications of human resources management concepts learned |
| | Critically analyse and discuss the emerging issues in human resource management using a systematic approach |
| | Identify and locate and propose alternate solutions to situations and contexts in HRM |
| | Engage in interpersonal discussions and present recommendations and possible solutions in written reports and verbal presentations |
| | Plan, coordinate and work independently and in teams, to meet deadlines, delivery styles and specified quality standards |
| | Apply HRM theories, concepts, and models to contemporary HRM issues |
| 20. | COST ACCOUNTING |
| | Demonstrate an understanding principle of cost accounting and the basic cost accounting concepts (GAAP) |
| | Use the techniques for product costing, budgetary planning and control and performance measurement |
| | Recognise the role of cost accounting in management task such as planning, controlling and decision-making |
| | Exhibit deep insight into the application of specialist tools such as Activity-Based Costing and the Balanced Scorecard |
| 21. | BUSINESS COMMUNICATION 2 |
| | Demonstrate an understanding of the basic concepts and rules of business English writing with clarity, conciseness, correctness, completeness and courteousness |
| | Demonstrate a comprehensive understanding of the process, concepts and problems pertaining to oral communication in business |
| | Compare and contrast different types of business documents, their contents and formats |
| | Display skills for communicating in different business situations |
| | Appreciate the role of listening in communication and use tools and techniques for active listening |
| | Use of language communication to persuade and influence |
| | Display overall knowledge and mastery of essential Business English writing skills Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations |
| | Work independently and in teams to produce effective business reports and presentations Plan, organise and participate in group meetings effectively |
| | Select appropriate tools for communicating in different business situations |

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| 22. | BUSINESS LAW |
| | Demonstrate an understanding of the basic principles related to contracts, negotiable instruments, agency, employment, government regulations, liquidation of companies, insurance and revenue |
| | Display an awareness of potential restrictions in applying prevailing laws |
| | Identify, critically analyse and discuss business and company-related legal issues |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| | Reflect on S1 – World Culture (BBA LIB 101), S2 - RIP 1 (BBA POR 101) and Foundation Skills (Ethics/Moral Reasoning), and S4 - RIP 2 (BBA PRO 202) and negotiate, resolve and advance a cultural-sensitive and legally-appropriate solution to business problems” |
| 23. | DECISION MAKING |
| | Understand and design conceptual frameworks incorporating decision making techniques and tools to process available information |
| | Integrate dynamic decision-making techniques for complex problems and every day decision making techniques for routine problems |
| | Identify and critically assess the likely consequences of decisions by balancing relevant factors and identify best course of action |
| | Extend Decision Science and associated research methods to propose creative or innovative models for business and leadership |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| 24. | ADVANCED QUANTITATIVE METHODS AND MODELING |
| | Demonstrate an understanding of the basic concepts and techniques of advanced quantitative methods and modeling, and their application in business, management and leadership |
| | Locate/identify data/information to examine and understand current status. Identify conceptual models and frameworks to guide formulation of business and research questions |
| | Identify key concepts/constructs/variables, develop conceptual frameworks and elicit key research questions. Appreciate the role of various mathematical and statistical concepts and apply them as an aid to business decision making |
| | Innovate and create conceptual frameworks to address complex research questions |
| | Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations |
| | Work in teams to co-create and examine research questions, data and statistical procedures and produce reports for business, community and leaders/politicians |
| | Resolve conflicts and possible variations in conceptualisation, methodology, data collection, analyses and findings. Select appropriate tools (and medium) for communicating in different business situations |
| 25. | PROJECT MANAGEMENT |
| | Identify established methods and tools for project management |
| | Recognise best practice in project conception, planning and execution |
| | Evaluate the viability of project proposals; Analyse the factors required for a successful project and the difficulties in executing projects |
| | Communicate project decisions and outcomes to various stakeholders |
| | As part of a team, plan and execute a project successfully |
| 26. | STRATEGIC MANAGEMENT |
| | Discuss practical aspects of strategic management concepts, theory, research and techniques from the point of skill-oriented practitioners’ perspectives |
| | Align the implementation of business strategy with the Balanced Scorecard (Kaplan and Norton) |
| | Conduct External environmental analysis and Internal analysis; (To include SEPT and SWOT analysis based on factor evaluation matrices) [Problem Solving and Decision Making] |
| | Explore various strategic management models and advance alternate models |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards. Apply a comprehensive Strategy – Formulation Framework with a view to match strengths and weaknesses with opportunities and threats |

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| 27. | AUSTRALIAN BUSINESS ENVIRONMENT |
| | Display an understanding of the evolution and growth of Australian Business and Economy, market environment, legal and regulatory environments, political and government policies |
| | Appraise major trends in society, attitudes and technology and their impact on business in Australia |
| | Survey the Australian Business Environment and identify its influence on business decisions; Analyse the roles and functions of government in the fields of economics, industry, education and social policy and forecast their implications for markets |
| | Identify trends; Extend forecasting to develop and propose alternate solutions |
| | Not addressed |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards. Bring together all the major aspects of the Australian business landscape in designing and developing business decision models |

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| ELECTIVE UNIT | |
| 1. | EXTENDED ELECTIVE |
| | Discuss methods to assess knowledge needs (This must include timeframes, key objectives and expected outcomes) |
| | Identify an area of interest or requirement for further knowledge (learning gap) to be addressed via further investigation or research |
| | Critically analyse new knowledge acquired to achieve research objectives |
| | Extended learning from current business subjects and apply in the field of data science (alternatively, innovate the use of data science for disrupting business) |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |
| | Dependent on the subject chosen |

Use literature to support the outputs achieved through a self-directed research process of knowledge gap identification, information acquisition and knowledge creation.

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| FOUNDATION SKILLS AND EMPLOYABILITY SKILLS UNITS | |
| 1. | FOUNDATION SKILLS 1: PERSONAL & CAREER FOUNDATIONS |
| | Explain key concepts associated with personal values and goals, career aspirations, employment trends and individual pathway opportunities/plans/strategies |
| | Examine current practices and emerging trends, to support/enhance the world of work (business and leadership) |
| | Identify personal strengths and note personal and work trajectories |
| | Identify and analyse labour and employment trends, and seek support mechanics for empowerment and value-add to decision making |
| | Demonstrate teamwork skills in group task and activities; appreciate the value of teams |
| | Appreciate the context and situations around learning, being and becoming |
| | Develop realistic solutions grounded with analytical and critical competencies to real life problems |
| 2. | FOUNDATION SKILLS 2: ETHICS AND MORAL REASONING |
| | Explain basic concepts in philosophy and describe terminologies associated with ethics, moral reasoning and virtues |
| | Examine current practices and emerging trends, to support/enhance the world of work (business and leadership) |
| | Understand and engage in debates in ethics and moral reasoning |
| | Use the skills and processes of philosophical discourse to address critical incidents, and conduct independent inquiry and research |
| | Demonstrate teamwork skills in group task and activities; appreciate the value of teams and its pertinence in arguments and debates (group consensus) |
| | Appreciate ethics and moral reasoning transcends culture and society; analyse and critically evaluate arguments and points of view |
| | Understand the role of philosophy, ethics moral values (and virtues) in everyday life |

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| 3. | EMPLOYABILITY AND PRACTITIONER SKILLS SERIES 1: EMOTIONAL INTELLIGENCE |
| | Demonstrate an understanding of personality types and attributes of emotional intelligence and empathy |
| | Exhibit the skills, knowledge, and understanding gained in order to increase employability and possess the essential qualifications sought in the corporate world |
| | Display self-awareness, emotional intelligence and empathy |
| | Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations |
| | Plan, organise and participate in group meetings effectively |
| 4. | EMPLOYABILITY AND PRACTITIONER SKILLS SERIES 2: LEADERSHIP, TEAMWORK, GLOBAL DEXTERITY |
| | Demonstrate an understanding of team dynamics, personality traits and different leadership styles |
| | Discuss the impact of various socio- cultural factors in effective leadership in a globalized world |
| | Analyse the relationship between motivation, type of followers, culture code and team performance |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and verbal presentations |
| | Plan, coordinate and work independently and in teams, to meet deadlines, delivery styles and specified quality standards |
| 5. | EMPLOYABILITY AND PRACTITIONER SKILLS SERIES 3: COMMUNICATING EFFECTIVELY |
| | Display a good understanding of relevant factors pertinent to negotiation, negotiation styles and conflict resolution in cross cultural settings |
| | Research a real cross-cultural business transaction from the aspects of negotiation, parties involved, motivations, and the nature of the outcome |
| | Critically analyse personal negotiation and selling styles and devise ways to enhance these via listening skills, empathy, inter- personal relationships, cross-cultural dexterity and effective communication |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| 6. | EMPLOYABILITY AND PRACTITIONER SKILLS SERIES 4: INNOVATION, CREATIVITY AND AGILITY |
| | Discuss the concepts, tools and frameworks for innovation, creativity and agility |
| | Adopt innovative creative and strategies while addressing ambiguity in the business environment |
| | Assess own creativity, innovation style and ability to cope with ambiguity and accordingly prepare a personalised plan/road map to handle future projects that require strategic thinking |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| | Apply strategic thinking using appropriate problem solving, innovation and creativity tools and frameworks to provide a pitch for a new business strategy |

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| PROJECTS | |
| 1. | REGIONAL IMMERSION PROJECT 1 |
| | Display the knowledge required to conduct primary research |
| | Demonstrate knowledge of the local business environment in Singapore (and the wider region) and appreciate the interplay of different industries and business cultures in regional and global contexts; Display professionalism in the delivery of the project (incl. timeliness) |
| | Create alternate solutions to problems; examine current trends and provide justification(s) for methods and analysis |
| | Exhibit confidence in delivering professional presentations |
| | Work in teams to complete projects effectively. Select and utilise relevant tools to conduct regional primary research and complete projects effectively |

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| 2. | REGIONAL IMMERSION PROJECT 2 |
| | Demonstrate advanced knowledge on how to conduct primary research [Knowledge of Business and Management] |
| | Analyse and discuss the local business environment, relevant industries, business culture and networks |
| | Demonstrate a thorough adherence to professionalism in the delivery of a project (incl. timeliness and relevant standards applicable) |
| | Create alternate solutions to problems; examine current trends and provide justification(s) for methods and analysis |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and verbal presentations |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| | Apply regional business knowledge and analytical skills to effectively solve real life regional business problems |
| 3. | ACTION LEARNING PROJECT |
| | Prepare a proposal and framework to address a business problem, opportunity or need |
| | Identify problems/needs in business management being faced by a client (be it a company, or an individual manager) |
| | Critically analyse and solve a business problem by formulating appropriate recommendations |
| | Utilise all skills and knowledge to propose innovations in business and leadership (use of IT and disruptions) |
| | Utilise strengths of team and group work (and various inputs from other specialisation) |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| | Apply skills and experimental/experiential learning to ethically conduct a research project; Develop, demonstrate and communicate information and knowledge through analysis and recommendations for a business client |
| 4. | ENTREPRENEURSHIP PROJECT |
| | Prepare a proposal and framework to address a business problem, opportunity or need |
| | Identify a market need or business opportunity for a potential new social venture |
| | Critically analyse and solve a business problem by formulating appropriate recommendations |
| | Utilise all skills and knowledge to propose innovations in business and leadership (use of IT and disruptions) |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations [Intercultural Competence and Communication] |
| | Utilise strengths of team and group work (and various inputs from other specialisation) |
| | Apply skills and experimental/experiential learning to ethically conduct a research project; Develop, demonstrate and communicate information and knowledge through analysis and recommendations for a business client |

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| ENTREPRENEURSHIP SPECIALISATION UNITS | |
| 1. | FOUNDATIONS OF ENTREPRENEURSHIP |
| | Define and explain the key drivers behind the creation of new ventures; Discuss the key risks that need to be assessed and mitigated where possible; Identify and explain the different aspects of going public, pursuing different growth strategies and exiting the business |
| | Demonstrate the knowledge of how to evaluate new venture opportunities and build a business case accordingly |
| | Demonstrate an insight into sources of financing, deal structuring and the venture capital and private equity markets and understand key aspects of valuing a business |
| | Persuasively present a business case to potential investors. Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| 2. | COMMERCIALISATION STRATEGY |
| | Understand the key steps behind the commercialisation of new ideas, opportunities or ventures Evaluate different business forms, organisational structures, locations, strategies and operation models |
| | Comprehend how to choose the appropriate teams, partners and suppliers or service providers |
| | Assessing feasibility and valuing initial cashflows |
| | Identify the key risks and liabilities that need to be considered and how to implement mitigation strategies |
| | Apply startup commercialisation concepts and strategies |

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| 3. | ENTREPRENEURIAL FINANCE AND FUND RAISING |
| | Demonstrate an understanding of the key steps behind the financing of new ideas or new ventures and the stages of and market for entrepreneurial finance; Discuss the selection of appropriate funding partners, and deal structures for new ventures |
| | Evaluate financial and/or fund raising deal sources by assessing historical transactions |
| | Critically evaluate and analyse the key risks and liabilities that need to be considered and devise strategies to mitigate them strategies from the funders' perspectives; Identify the key risks and liabilities that need to be considered and implement mitigation strategies from the entrepreneurs' perspectives |
| | Explore alternate Fund Raising Methods and Strategies (provide justifications for proposal) |
| | Work in teams and independently to meet deadlines, delivery styles and specified quality standards |
| | Analyse and assess a historical transaction involving entrepreneurial finance and evaluate the risks faced by both parties |
| 4. | GROWING GLOBAL |
| | Discuss the key considerations when expanding and globalising a business |
| | Develop a suitable plan to grow and globalise a business |
| | Conduct a financial needs assessment and forecast revenues and cash flows |
| | Utilise ideate and innovation strategies to advance plausible solutions for challenges/questions |
| | Apply relevant skills and business intelligence to grow and globalise a business |
| 5. | DEAL STRUCTURING |
| | Identify the key considerations when entering into business alliances and partnerships; Demonstrate an understanding of how to structure appropriate deals to source funding and exit investments in entrepreneurial ventures |
| | Monitor and evaluate the effectiveness of entrepreneurial alliances and Value entrepreneurial ventures |
| | Provide a detailed valuation of the business and structure an acceptable deal to source funding; Identify aspects that are negotiable, versus areas that are non-negotiable; Recognise different deal incentives and objectives of funding providers |
| | Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |
| | Provide a detailed valuation of the business and structure an acceptable deal to source funding – identify aspects that are negotiable, versus areas that are non-negotiable (recognising that funding providers will have different deal incentives and objectives) |
| 6. | SOCIAL ENTREPRENEURSHIP |
| | Discuss key drivers behind the creation of new social ventures. |
| | Display insight into sources of financing, fund raising and marketing. |
| | Critically evaluate the different aspects of growth strategies and opportunities with new media. |
| | Evaluate new venture opportunities and build business cases for these Engage in analytical discussions and present recommendations and possible solutions in written reports and/or verbal presentations |