

# Entrepreneurship & New Venture Creation Brisbane, Australia

Entrepreneurship spurs economic growth, creates positive social change and has the ability to improve standards of living. Where does it begin? Disparate skills and qualities including financial management, networking, risk taking and market analysis are required of the successful entrepreneur. These skills create agile leaders ready to take on any challenge.

Designed to provide a strong foundation in the principles of entrepreneurship, this three-week course at University of Queensland gives students the opportunity to develop their global business skills and acquire the skills necessary to develop new ventures. Using theory, research and practice in the classroom, as well as a collaborative structure between classmates, this program imparts the knowledge necessary to succeed in the business world and bring promising entrepreneurial ideas to reality.

Through IES Abroad, SAF manages end-to-end logistics including curriculum development, pre-departure support, health and safety orientation, housing, transport, academic coordination, site visits and high-level staff support for all students and staff on the program.



**Lecture and observation series** by a leading UQ Business School lecturer and Entrepreneur in Residence



**Exclusive visits** to innovative regional incubators and accelerators



**Entrepreneurship course** allows students to expand their understanding of best practices across venture types and stages of development through individual and team assessments



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## Program Composition & Characteristics

**Venture creation curriculum** – Led by the UQ Business School's Entrepreneur in Residence, this high-quality program delves into the exciting field of new venture creation with English-taught courses that cover topics like business models, competitive strategies and growth pathways.

**On-site teaching** – With exclusive access to IES Abroad's global network of teaching centers, along with a comprehensive schedule of business site visits, students on this course experience a combination of world-class education and immersive on-site teaching.

**Experience Australia** – Held in the modern cosmopolitan city of Brisbane in Queensland, Australia, this pioneering metropolis is home to the country's most innovative ventures. Site visits to local businesses enhance learning outcomes for students interested in deepening their appreciation of entrepreneurship and innovation.



**Format:**  
21 days in Brisbane, Australia



**Curriculum focus:**  
Explore the nature of venture creation including entrepreneurial logics, innovative business models, competitive strategy, managing growth and sustainable ventures



**Course intensity:**  
61 academic hours



**Faculty expertise:**  
Dr. Russell Manfield is a lecturer in Entrepreneurship and is the Entrepreneur in Residence at the University of Queensland Business School. He holds a PhD in organizational capabilities. Over the past 25 years he has founded 6 new ventures across engineering, telecommunications and consulting disciplines



**Housing style:**  
Twin-share housing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>Airport arrival</li> <li>Housing check-in</li> <li>Welcome Dinner</li> </ul>	<ul style="list-style-type: none"> <li>Group welcome and Introduction</li> <li>Students put into teams for group exercises</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: NV capital growth</li> <li>Lecture: the Lean Startup</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Business Models</li> </ul>	<ul style="list-style-type: none"> <li>Business model pitch prep</li> <li>Students pitch business model ideas</li> </ul>	<ul style="list-style-type: none"> <li>Business model presentations feedback</li> <li>Site Visit to UQ pre-incubator IdeaHub</li> </ul>	<ul style="list-style-type: none"> <li>Shark watching</li> </ul>
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>Free day</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Innovation</li> <li>Teams prepare for their pitches</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Growth Pathways</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Competitive Strategy</li> <li>Team preparation for group project</li> </ul>	<ul style="list-style-type: none"> <li>Assumptions pitch</li> <li>Site Visit to UQ accelerator iLab</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Finance models</li> <li>Off-site Visit to River City Labs tech accelerator</li> </ul>	<ul style="list-style-type: none"> <li>Outback Adventure Daytrip</li> </ul>
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>Free day</li> </ul>	<ul style="list-style-type: none"> <li>Hypothesis-driven analytics</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Key assumptions of value props</li> </ul>	<ul style="list-style-type: none"> <li>Final Exam</li> <li>Site Visit to UQ intellectual property firm Uniquist</li> </ul>	<ul style="list-style-type: none"> <li>Lecture: Evidence-based innovations</li> <li>Site visit to Tritium, a leading producer of EV chargers</li> </ul>	<ul style="list-style-type: none"> <li>Wildlife presentation</li> <li>Video interviews followed by certificate and farewell ceremony</li> </ul>	<ul style="list-style-type: none"> <li>Departure Day (check out &amp; transport to the airport)</li> </ul>



*"The English Language Centre, University of Victoria (ELC) has worked with Study Abroad Foundation since 2007 to bring high quality education to our international students. SAF are effective in assisting students to find the educational opportunity that is right for each individual and then supporting them throughout the registration, visa, and travel process. They have sent 154 students to ELC to date. For the ELC, the staff at SAF are truly a delight to work with and we value our relationship with them. We look forward to continuing our partnership with SAF many years to come."*

*Jacqueline Prowse, Director, English Language Centre, University of Victoria*

