



UWA Plus Micro-credentials

Critical Information Summary

Title and brief description	MKTGM114 Introduction to Entrepreneurship. This program familiarizes students with some of the foundational concepts in entrepreneurship and allows them to apply their creativity in designing a solution to two short cases. For instance, we will look at the process of recognizing and enacting market opportunities and the importance of segmenting your customers when designing initial market solutions. Both aspects come accompanied by a short case study that challenges students to apply the knowledge they learn and arrive at a comprehensive understanding of the issues at hand.
Certified learning	(1) demonstrate familiarity with lean start-up methodology and (2) Explain processes, bottlenecks and best-practices.
How learner participated	Onsite only
Effort required (indicative)	50 hours, 8hrs lecture, 12 hrs workshop, 30 hrs self study
Main assessment task	Application of multiple skills to complex problems, Application of a skill to a complex problem
Indicative equivalent level	Undergraduate
Industry recognition	n/a
Quality assurance	The quality of UWA Plus micro-credentials is assured through The University of Western Australia's standards and academic integrity processes.
Successful learner earns PD Points for conversion to:	2
. Admission to an award course	No
. Credit towards an award course	Yes
. If yes, how much credit?	Credit is less than one unit