



Diploma of Entrepreneurship & Innovation

COURSE CODE • 10733NAT

CRICOS COURSE CODE • 098311G

COURSE DESCRIPTION

This unique course has been designed to provide our students with a learning experience previously only available to startup founders on an accelerator or incubator program. Built in collaboration with the wider entrepreneurial ecosystem, it has been designed to take students through the steps involved in developing an idea into a commercial or social enterprise.

WHAT WILL I LEARN?

DESIGN YOUR FUTURE

BSBLDR511 • Develop and use emotional intelligence
BSBMKG507 • Interpret market trends and developments
BSBCRT301 • Develop and extend critical and creative thinking skills

IDEA VALIDATION

DENVAL001 • Validate a product idea

MVP DESIGN

DENMVP002 • Define a minimum viable product

STARTUP HUSTLE

BSBMKG501 • Identify and evaluate marketing opportunities
BSBMKG523 • Design and develop an integrated marketing communication plan
BSBSLS501 • Develop a sales plan

SCALE UP

BSBPMG522 • Undertake project work
DENFUN003 • Secure funding to launch and grow a startup
BSBREL402 • Build client relationships and business networks



The secret of getting ahead is getting started

MARK TWAIN

01. **CAMPUS**

- Sydney Startup Hub
- Melbourne CBD

02. **DURATION**

52 weeks (including term breaks)
4 terms (10 weeks per term)
1200 hours

03. **EMPLOYMENT OPPORTUNITIES**

- Entrepreneur
- Startup Founder
- Business Owner
- Intepreneur

04. **ENTRY REQUIREMENTS**

- Successful completion of Australian Year 10 or equivalent
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent

Information provided is current as at the date listed below, and may be subject to change. Date: 03.10.2019

LANEWAY EDUCATION RTO: 41504 | CRICOS PROVIDER: 035976



laneway.edu.au



admissions@laneway.edu.au



+61 (0) 2 9019 3377



Sydney Startup Hub

Level 7, 11 - 31 York Street
Sydney NSW Australia 2000



Melbourne CBD

Level 7, 118 Queen Street
Melbourne VIC 3000

