

**11210NAT**

# Diploma of Entrepreneurship and Innovation

- Think like a disruptor
- Go from dreams to goals in under 12 months
- Learn how to turn big ideas into real business ventures

# Speed and strategy: turning old-school business on its head

There's a big difference between being an entrepreneur, and being a business owner. Between designing a product, and creating an innovative solution. It's all about pushing boundaries, going where nobody's gone before, and doing something genuinely new. And when you win at it, you change the world. Serial entrepreneurs will tell you – there's nothing like it.

Entrepreneurship can seem like a massive challenge, but Monarch Institute's Diploma of Entrepreneurship and Innovation will help you get there. It's been developed by entrepreneurs and executives who've already been there.

You'll finish your course with a ton of new knowledge and practical skills you're guaranteed to use in your new venture. But the best part is, the Diploma is so flexible, you can learn while you're laying the groundwork. This also makes it a great option for leaders and managers who want to innovate and grow within their existing organisations. Step up on your own, or bring the innovation X-factor to your management career – it's up to you.

## What does the course cover?

- **Business planning essentials**
- **Defining and validating product ideas**
- **Securing start-up and growth funding**
- **Thinking critically and innovatively as a team**

## Key benefits

### Stop talking, start doing

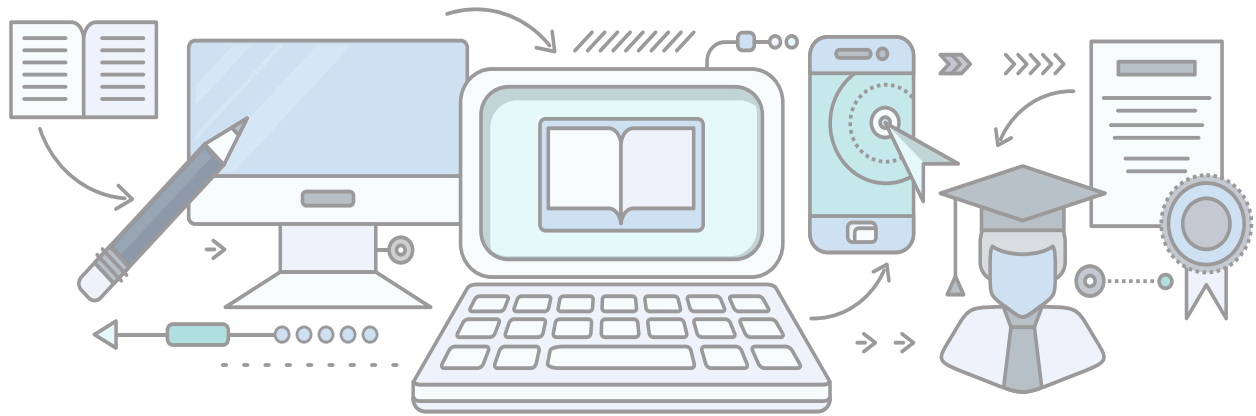
Forget spending years fiddling with a business concept that 'might' work. This course is all about the fast strategic thinking you've got to do to get a winning viable product to market ASAP.

### Nationally recognised qualification

The course is nationally recognised under the Australian Qualifications Framework. You can use it as a pathway to further studies, including university degrees.

### Skills you'll actually use

This Diploma isn't just about getting your business paperwork sorted (although we've got you covered for that too). You'll learn critical thinking skills to develop and keep improving your products so you're always one step ahead of the game. Master working with a close-knit team in a high-pressure environment to create solutions you can be proud of.



## Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way.

You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

## What is the course duration?

This course was designed to be completed within 12-24 months. This allows time to fit study around other work and social commitments.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you're completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

## What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime.

You'll need to study a total of 11 nationally recognised units.

## What are the entry requirements?

There are no formal entry requirements. Just bring your drive, motivation and passion for the industry. That said, if this is your first time studying at this level, we'll need to check your levels of English and maths before you enrol. People with disabilities are encouraged and supported to apply.

## Course costs

**Monarch's courses are competitively priced.**

Check our website for the most up-to-date prices at [www.monarch.edu.au/courses](http://www.monarch.edu.au/courses) or call us on 1300 738 955.

# Course modules

## **Module 1 /**

### **Nailing your customer solution**

- BSBMKG541 Identify and evaluate marketing opportunities
- NAT11210001 Validate a product idea
- BSBMKG543 Plan and interpret market research

## **Module 2 /**

### **Creating an innovative environment, with the right team**

- BSBSTR501 Establish innovative work environments
- NAT11210002 Define a minimum viable product
- BSBCRT311 Apply critical thinking skills in a team environment

## **Module 3 /**

### **The nuts and bolts of business**

- BSBESB401 Research and develop business plans
- BSBPEF502 Develop and Use Emotional Intelligence
- BSBPMG430 Undertake project work

## **Module 4 /**

### **Getting your idea to market**

- BSBTWK401 Build and maintain business relationships
- NAT11210003 Secure funding to launch and grow a startup



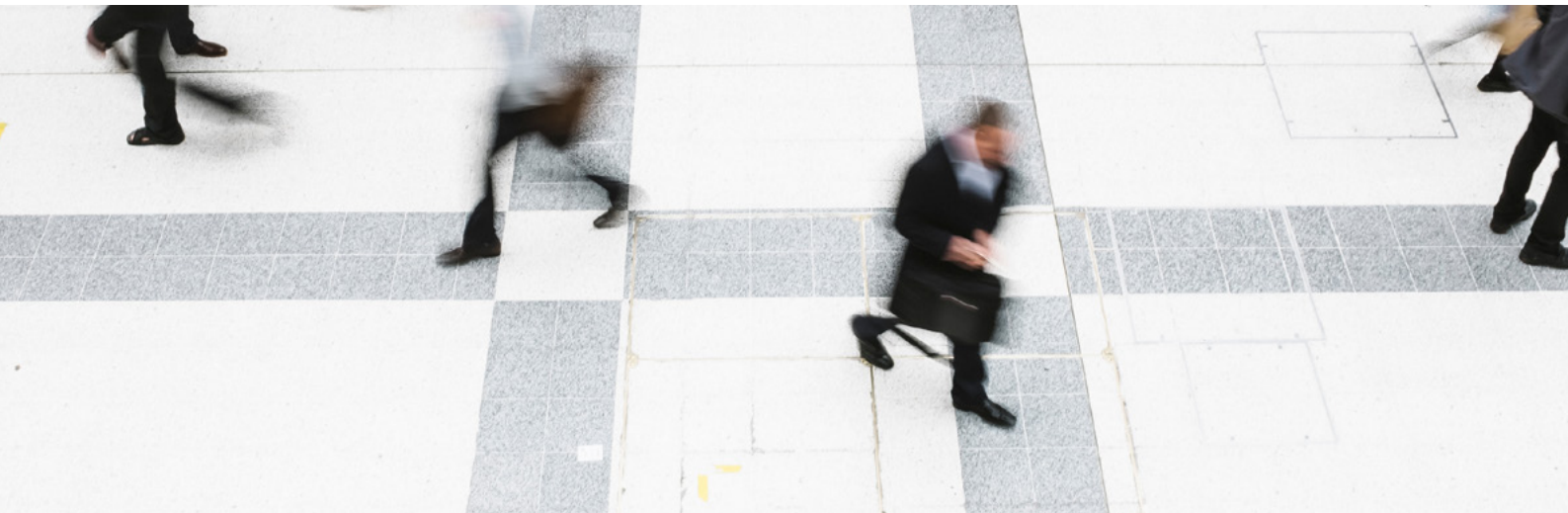
# Jobs and career pathways

Every entrepreneur's path to success looks a little different. And while 'overnight successes' might seem random, they're anything but. Everyone needs to bridge the gap between technical skill and entrepreneurial capability. That goes for total newbies, and pros with 20+ years' experience in an industry.

That's where Monarch Institute comes in. Our expert trainers (experienced entrepreneurs themselves) will build your confidence, skills and knowledge. The secret sauce you can't get from textbooks or experience alone. No matter your educational or professional background, you'll learn tons you can apply in your entrepreneurship journey right away.

## Key opportunities include:

- Entrepreneur
- Start-up founder
- Business owner
- Business manager
- Division manager
- Product manager



**Get the skills that you  
really need.**



**Unrivalled support.  
Delivered with care**



**Absolute flexibility.  
Your way, your terms.**

# Entrepreneurship and innovation insights

Australia has always been a country of people who aren't afraid to have a go. To try something new and do things their own way. Especially when it comes to business. Our designers, inventors, programmers and makers are taking over the start-up world.

In fact, there's a strong chance you're already familiar with a few home-grown heroes. You've probably heard of (or used) Canva, Afterpay, The Iconic, Koala, Linktree, me&yu or MrYum. The number of success stories and 'unicorns' is only ramping up. The thing they've all got in common? They were started by tiny teams, and succeeded on the strength of their genuinely unique solutions. The best time to start your journey to joining them is yesterday. The second best time is now.

## Industry insights



Growth rate of small business  
**15.8% more new businesses**



Size of small business sector  
**0.8% increase in the number of businesses compared to 2022**



Record-high venture capital investment  
**\$1.1B during the first half of 2023**

Sources: ABS Counts of Australian Businesses, including Entries and Exits, Released August 2023  
KPMG Venture Pulse Report, Q2 2023

# Why choose Monarch Institute?

**You need a different learning experience.  
We're ready to deliver.**

## Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

## Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

## Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

## Enrol today

Chasing your dream job? Ready to level up in your career?  
Start your Diploma of Entrepreneurship and Innovation with  
Monarch Institute today.



To discuss the course that's right for you call  
**1300 738 955**



To find out more information email  
**info@monarch.edu.au**



To enrol, visit our website  
**www.monarch.edu.au**

