

BUSM 2024 INCUBATOR 2: START-UP ESSENTIALS

Credit Points 10

Legacy Code 301206

Coordinator Anton Bogdanovych ([https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/](https://directory.westernsydney.edu.au/search/name/Anton%20Bogdanovych/))

Description There are unavoidable legal situations and ethical dilemmas in all professions. As an entrepreneur, facing these legal and ethical circumstances is much more formidable. This unit aims to prepare students to understand the legal and ethical landscape that applies to start-up (or any) organisation. As such, unit aims to cover the topics such as: creating a business plan, negotiating employment contracts, etc. The unit will be delivered through a number of modules. As an integral part of the unit, students are expected to engage and work in "start-up co-working space" on a regular basis. At the successful completion of this unit, students would have developed a thorough understanding of the local and international legal and ethical landscape within which modern start-up organisations operate. NOTE: This unit is offered at the Werrington Campus "Launch Pad".

School Computer, Data & Math Sciences

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Equivalent Subjects BUSM 2023 - Incubator 2 Legal and Ethical Setting of Entrepreneurship

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Develop a disruptive hypothesis for a business opportunity;
2. Develop multiple business model options using lean start-up tools;
3. Validate business models in the market using customer development and manual testing tactics;
4. Understand rapidly prototyping products to validate a customer solution; and
5. Adapt and create business models when core ideas are not validated in the market.

Subject Content

1. Business opportunity discovery, evaluation and exploitation in all phases of the start-up lifecycle (formation, growth, restructuring, succession)
2. Entrepreneurial thinking & lean approach
3. Lean principles
4. Idea validation
5. Commercialising business ideas

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Case Study 1: Business Model Canvas	1,500 Words	30	N	Individual
Case Study 2: Case Study Report	1,500 Words	30	N	Individual
Final presentation of the case study and business model canvas in relation to the chosen start-up	20 Minutes	40	N	Group

Teaching Periods

Spring

Parramatta City - Macquarie St

Day

Subject Contact Anton Bogdanovych ([https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/](https://directory.westernsydney.edu.au/search/name/Anton%20Bogdanovych/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2024_22-SPR_PC_D#subjects)