

BUSM 7084 START-UP

Credit Points 10

Legacy Code 200971

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

Description This is a 20 credit point subject over two Quarters, 20 weeks in total, 10 credit points in each Quarter. Developing start-ups and rejuvenating existing businesses are essential for industry and regional development and regeneration. This subject integrates knowledge from the Master of Business Administration (MBA) Program into frameworks for students to experience developing an idea into prototype products and services and start-up businesses.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in program 2761 Master of Business Administration, 3698 Master of Information and Communications Technology (Advanced) or 3699 Master of Information and Communications Technology and must obtain permission to enrol in this subject. Students must have successfully completed all core subjects plus 40 credit points of major subjects (i.e. a total of 80 credit points).

Assumed Knowledge

Understanding of the business environment and organisational structures, business communications skills, business strategy, as well as substantial knowledge in the discipline.

Learning Outcomes

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

1. Design a start-up business.
2. Generate a prototype from an idea by using a development framework.
3. Develop a plan for creating a new business.
4. Identify emerging trends and issues associated with business and regional business development and regeneration.

Subject Content

Frameworks and approaches for developing start-ups.

Ideation.

Developing product/service prototypes.

Developing business models.

Financing new ventures.

Road-mapping.

Completing and pitching the business plan.

Beyond the start-up phase.

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
Proposal	1,500 words	20	N	Individual
Progress report	1,500 words	30	N	Individual
Final report	2,500 words (40%), and 15 minute presentation (10%)	50	N	Individual

Prescribed Texts

- There is no prescribed textbook. Readings and resources will be packaged as online e-resources.

Teaching Periods

Quarter 1

Parramatta City - Macquarie St

Evening

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7084_22-Q1_PC_E#subjects)