

ENGR 4013 CREATIVE BUSINESS MODEL INNOVATION

Credit Points 10

Legacy Code 301303

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Description Innovation requires an agile mindset (being flexible and responsive), a broad view of social, economic, and environmental factors, and awareness of interdisciplinary approaches to succeed in a competitive marketplace. Students explore strategic directions for enterprises in creative ways through practical engagement and application of business model innovation methods and tools in a fully online learning environment comprising digital content and live webinars. Creative sustainable business model specialists are sought after in the marketplace, and this unit provides insights in developing these specialist skills, thus highlighting students' potential as future business leaders.

School Eng, Design & Built Env

Discipline Other Engineering And Related Technologies

Student Contribution Band HECS Band 2 10cp

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

Level Undergraduate Level 4 subject

Teaching Periods