

# HUMN 7003 APPLIED INNOVATION AND ENTREPRENEURSHIP

**Credit Points** 10

**Legacy Code** 800211

**Coordinator** Michael O'Connor ([https://directory.westernsydney.edu.au/search/name/Michael O'Connor/](https://directory.westernsydney.edu.au/search/name/Michael%20Connor/))

**Description** Entrepreneurial & innovative skills are more important than ever for today's graduates where applying creativity to drive commercial outcomes is commonplace both for those working inside organisations and those developing their own business. This unit, based on the fundamental principle of 'doing', proposes to deliver principles and content through a highly applied approach. This is a unit that teaches entrepreneurship in a fundamentally different way to the traditional course structures. The unit is delivered through Western Sydney University's highly successful "Launch Pad Innovation Centre" which provides both Tech Start-up and SME business support. This unit maximises the opportunity for real-world application by delivering through a case study driven approach and utilising a mix of presenters including: academia, business mentors, industry specialists from Launch Pad partners such as KPMG, NAB and government industry representatives, and actual start-up and SME business owners as guest lecturers.

**School** Graduate Research School

**Discipline** Studies In Human Society

**Student Contribution Band** HECS Band 4 10cp

**Level** Postgraduate Coursework Level 7 subject

**Pre-requisite(s)** HUMN 7038 AND  
HUMN 7005 AND  
HUMN 7026 AND  
HUMN 7037

## Restrictions

Students must be enrolled in a Doctoral (HDR) program and also enrolled in program 8111 - Graduate Certificate in Researcher Engagement, Development and Impact.

## Learning Outcomes

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

1. Recognise complex interactions among business, social, scientific and technological inputs;
2. Appreciate the dynamics and process of entrepreneurial and research leadership;
3. Demonstrate generic skills in a range of topics surrounding innovation and entrepreneurship;
4. Explain the process of research commercialisation;
5. Identify market opportunities;
6. Identify and understand the driving forces of enterprise success - finance, cash-flow, resources, logistics & strategy;
7. Demonstrate evidence of skills and experiences gained in an ePortfolio;
8. Reflect on own performance and identify own development needs.

## Subject Content

- Fuelling innovation
- Understanding lean business models
- Research commercialisation in an innovation economy
- Reinventing through disruption and big data
- Business model innovation
- Customer discovery, validation and acquisition
- Starting your venture
- Challenging inertia
- Financing your innovation
- Staying afloat
- Growth hacking
- The entrepreneurial journey and continuing to be innovative

## 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
Portfolio	1,000 words	0	Y	Individual
Learning Contract	2,000 words	0	Y	Individual
Proposal	1,500 words	0	Y	Individual

Teaching Periods

## 1st Half Campbelltown

### Day

**Subject Contact** Michael O'Connor ([https://directory.westernsydney.edu.au/search/name/Michael O'Connor/](https://directory.westernsydney.edu.au/search/name/Michael%20Connor/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=HUMN7003\\_22-1H\\_CA\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=HUMN7003_22-1H_CA_D#subjects))

## 2nd Half Bankstown

### Day

**Subject Contact** Michael O'Connor ([https://directory.westernsydney.edu.au/search/name/Michael O'Connor/](https://directory.westernsydney.edu.au/search/name/Michael%20Connor/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=HUMN7003\\_22-2H\\_BA\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=HUMN7003_22-2H_BA_D#subjects))

## Campbelltown

### Day

**Subject Contact** Michael O'Connor ([https://directory.westernsydney.edu.au/search/name/Michael O'Connor/](https://directory.westernsydney.edu.au/search/name/Michael%20Connor/))

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## Hawkesbury

### Day

**Subject Contact** Michael O'Connor ([https://directory.westernsydney.edu.au/search/name/Michael O'Connor/](https://directory.westernsydney.edu.au/search/name/Michael%20Connor/))

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## **Penrith (Kingswood)**

### **Day**

**Subject Contact** Michael O'Connor (<https://directory.westernsydney.edu.au/search/name/Michael O&#x27;Connor>)

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=HUMN7003\\_22-2H\\_KW\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=HUMN7003_22-2H_KW_D#subjects))

## **Liverpool**

### **Day**

**Subject Contact** Michael O'Connor (<https://directory.westernsydney.edu.au/search/name/Michael O&#x27;Connor>)

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=HUMN7003\\_22-2H\\_LP\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=HUMN7003_22-2H_LP_D#subjects))

## **Parramatta City - Macquarie St**

### **Day**

**Subject Contact** Michael O'Connor (<https://directory.westernsydney.edu.au/search/name/Michael O&#x27;Connor>)

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=HUMN7003\\_22-2H\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=HUMN7003_22-2H_PC_D#subjects))

## **Parramatta - Victoria Rd**

### **Day**

**Subject Contact** Michael O'Connor (<https://directory.westernsydney.edu.au/search/name/Michael O&#x27;Connor>)

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=HUMN7003\\_22-2H\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=HUMN7003_22-2H_PS_D#subjects))