

MKTG 3006 INCUBATOR 7: GROWTH AND EXIT STRATEGIES

Credit Points 10

Legacy Code 301172

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Description This unit will assist students with selecting the further growth strategy, which includes deciding whether their business would grow organically or will require a fast growth model and rapid expansion strategies. The growth strategy will determine further funding decisions. Apart from this, as entrepreneurs, the students would need to also consider possible exit strategies (e.g. initial public offering (IPO), trade sales or personal redundancies). This objective is driven through a number of topics such as: elements of market research and strategies for business growth, risk management, possible exit strategies, etc. The unit will be delivered through a number of modules. As a tangible outcome, at the completion of this unit, students would have developed a future growth plan with an identification of possible exit strategies. NOTE: This unit is offered at the Werrington Campus "Launch Pad".

School Computer, Data & Math Sciences

Discipline Marketing

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 3 subject

Learning Outcomes

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

1. Conduct market research and identify possible business growth areas
2. Analyse competition and possible collaboration opportunities
3. Demonstrate an understanding of legal implications associated with expansion options
4. Analyse personal and organisational effects with various exit strategies

Subject Content

1. Elements of market research and strategies for business growth.
2. Risk management, collaboration, competition, and legal protection.
3. Further growth and expansion strategies.
4. Exit strategies such as IPO, trade sales or personal redundancies.

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
Report	1,500 words	30	N	Group
Presentation	20 minutes	50	N	Group
Report	1,500 words	20	N	Individual

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=MKTG3006_22-SPR_PC_D#subjects)