

IDEATE. STRATEGISE. INNOVATE., MINOR (0336)

Western Sydney University Minor Code: 0336

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

How can you turn your creative play or side-hustle into a business? How can your community, board or organisation ideate, strategise and innovate for better, more creative outcomes and impact? This trans-disciplinary minor offers any WSU student an opportunity to expand their creative practice for existing and emerging industry contexts. Learn to ideate and co-design creative solutions and apply human centred design and creative practice, in the contexts of citizenship, stakeholders, environmental and intercultural competencies. Explore the roles of strategy in developing your professional identity and networks, including through a work placement experience. Develop the strategic mindset, skills and tools to succeed in new economic and social modes of uncertainty and complexity; and design and implement holistic and strategic problem solving and communications. Get to grips with innovation by working across sectors from community to research environments and by designing creative solutions for emerging entrepreneurship opportunities. Understand key tools such as project management, design innovation and innovative and emerging business models, and work in a start-up space.

Location

Campus	Mode	Advice
Parramatta Hassall Street Campus	Internal	enquirieshca@westernsydney.edu.au
Parramatta South Campus	Internal	enquirieshca@westernsydney.edu.au
Launch Pad Werrington	Internal	enquirieshca@westernsydney.edu.au

Minor Structure

Students must successfully complete 40 credit points from the subjects below and the capstone subject BUSM 2047 Venture Makers Foundations:

Subject	Title	Credit Points
BUSM 2047	Venture Makers Foundations	10
Choose 30 credit points from:		30
ENGR 1046	Human Centred Design Research Methods	
BEHV 2019	Citizenship and Community Engagement	
COMM 2011	Communication Strategies	
BUSM 2024	Incubator 2: Start-up Essentials	
Total Credit Points		40