

# BUSM 1012 FOUNDATIONS OF ENTREPRENEURSHIP

**Credit Points** 10

**Legacy Code** 200979

**Coordinator** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

**Description** This subject introduces students to the necessary foundations for starting a business and entrepreneurship. Students will be introduced to the Australian business environment and key principles for setting up an entrepreneurial and competitive Business within that environment. Students will be exposed to theories and frameworks on entrepreneurship, entrepreneurial processes, and new and emerging entrepreneurship issues. Students will apply knowledge gained through completing a Business Model Canvass (BMC) case study of a real start-up company or completing a BMC of their own entrepreneurial venture (for students already undertaking an entrepreneurial project).

**School** Business

**Discipline** Business and Management, Not Elsewhere Classified.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

## Learning Outcomes

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

1. Identify key requirements for setting up a small business in the Australian business environment;
2. Identify key processes for setting up a small business;
3. Apply knowledge on entrepreneurship frameworks and processes through analysing a real-life start-up company;
4. Demonstrate ability to write succinctly and clearly in a manner that appeals to a wide audience;
5. Demonstrate ability to verbally communicate clearly and effectively to a wide audience.

## Subject Content

The 21st century entrepreneur in an Australian business environment  
 Entrepreneurship: Introduction to theory and practice  
 Entrepreneurship in practice: Creativity and innovation  
 Entrepreneurial opportunities, Innovation and the draft business plan  
 Entrepreneurial financing  
 Managing entrepreneurial functions  
 Legal and ethical aspects of entrepreneurship  
 Entrepreneurship, small business management and developing the business  
 Entrepreneurship in society: Corporate, social, indigenous and family

## 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.

| Type         | Length      | Percent | Threshold | Individual/Group Task |
|--------------|-------------|---------|-----------|-----------------------|
| Case Study   | 1,750 words | 40      | N         | Individual            |
| Quiz         | 40 min      | 40      | N         | Individual            |
| Presentation | 10 minutes  | 20      | N         | Individual            |

Prescribed Texts

- Barringer, Bruce & Ireland, R. Duane, 2018, Entrepreneurship: Successfully Launching New Ventures, Global Edition eBook, 6th Edition, Pearson, USA

Teaching Periods

## Autumn (2022)

**Online**

**Online**

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM1012\\_22-AUT\\_ON\\_0#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1012_22-AUT_ON_0#subjects))

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