

BUSM 2024 INCUBATOR 2: START-UP ESSENTIALS

Credit Points 10

Legacy Code 301206

Coordinator Anton Bogdanovych ([https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/](https://directory.westernsydney.edu.au/search/name/Anton%20Bogdanovych/))

Description There are unavoidable legal situations and ethical dilemmas in all professions. As an entrepreneur, facing these legal and ethical circumstances is much more formidable. This subject aims to prepare students to understand the legal and ethical landscape that applies to start-up (or any) organisation. As such, subject aims to cover the topics such as: creating a business plan, negotiating employment contracts, etc. The subject will be delivered through a number of modules. As an integral part of the subject, students are expected to engage and work in "start-up co-working space" on a regular basis. At the successful completion of this subject, students would have developed a thorough understanding of the local and international legal and ethical landscape within which modern start-up organisations operate. NOTE: This subject is offered at the Werrington Campus "Launch Pad".

School Computer, Data & Math Sciences

Discipline Business Management

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 2 subject

Equivalent Subjects BUSM 2023 - Incubator 2 Legal and Ethical Setting of Entrepreneurship

Learning Outcomes

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

1. Develop a disruptive hypothesis for a business opportunity;
2. Develop multiple business model options using lean start-up tools;
3. Validate business models in the market using customer development and manual testing tactics;
4. Understand rapidly prototyping products to validate a customer solution; and
5. Adapt and create business models when core ideas are not validated in the market.

Subject Content

1. Business opportunity discovery, evaluation and exploitation in all phases of the start-up lifecycle (formation, growth, restructuring, succession)
2. Entrepreneurial thinking & lean approach
3. Lean principles
4. Idea validation
5. Commercialising business ideas

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	1,500 Words	30	N	Individual
Case Study	1,500 Words	30	N	Individual
Presentation	20 Minutes	40	N	Group

Teaching Periods

Spring (2022)

Parramatta City - Macquarie St

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2024_22-SPR_PC_D#subjects)

Spring (2023)

Parramatta City - Macquarie St

On-site

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