BUSM 3025 INCUBATOR 5: OPERATIONAL ASPECTS OF ENTREPRENEURSHIP

Credit Points 10

Legacy Code 301170

Coordinator Anton Bogdanovych (https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/)

Description Planning is an important part of setting up a start-up business. This would require investigating into setting goals, figuring out how to track progress, what to do when things don't go to plan and also to communicate your business concept to others, such as potential investors. This subject aims to develop the skills and knowledge required for making a business plan for the start-up organisation through a number of theoretical topics, such as: developing marketing and operational plans, staffing and management. At the completion of this subject, students will have developed a viable business plan for their start-up. 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 3 subject

Learning Outcomes

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

1. Identify the various resource requirements for a start-up operation
2. Apply agile product management
3. Use appropriate examples to demonstrate the cycle of iterative, incremental development and continual improvement
4. Appreciate the human resources (HR) and staffing needs of a start-up operation
5. Develop short-mid-term business plan
6. Apply individual's skills and knowledge in a collaborative and effective manner to achieve a common goal in a group setting
7. Demonstrate effective verbal and written communication skills that appeal to a wide audience
8. Demonstrate theoretical and practical cyber security challenges related to a business, and ways to overcome these challenges.

Subject Content

1. Operational planning for short term, mid-term and long term
2. Resource allocation
3. Agile product management
4. Staffing and management structures
5. Iterative, incremental development and continual improvement

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
Report	1,500 words	30	N	Individual
Report	2,000 words	40	N	Individual
Presentation	20 mins	20	N	Group
Quiz	30 minutes	10	N	Individual

Teaching Periods

Spring (2022)
Parramatta City - Macquarie St
Day

Subject Contact Anton Bogdanovych (https://directory.westernsydney.edu.au/search/name/Anton Bogdanovych/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3025_22-SPR_PC_D#subjects)

Spring (2023)
Parramatta City - Macquarie St
On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3025_23-SPR_PC_1#subjects)