

MKTG 2002 INCUBATOR 1: INNOVATION AND CREATIVITY FOR ENTREPRENEURSHIP

Credit Points 10

Legacy Code 301165

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

Description From time to time we hear stories about successful multi-million (or billion) dollar companies that started in a suburban garage. Is it that simple? The heart of the success of entrepreneurship is innovation and creativity. This subject explores the ways innovative ideas for a product or service can be turned into a successful start-up business. As such, this subject will cover topics including, but not limited to: factors essential for being able to initiate a creative idea, what is innovation, stages of developing a conceptual idea. 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 some possible start-up options that could be further explored into creating that multi-million (or billion) dollar company.

School Computer, Data & Math Sciences

Discipline Project 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

Learning Outcomes

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

1. Identify the key drivers behind innovation and creativity
2. Identify commercialisation opportunities out of innovation
3. Utilise a creative process to develop a product concept
4. Explain the importance of applying a suitable model for the start up
5. Unpack innovative business models and business strategies
6. Demonstrate effective verbal and written communication skills that appeal to a wide audience
7. Apply individual skills and knowledge in a collaborative and effective manner in achieving a common goal in a group setting

Subject Content

Creativity and design thinking

The relationship between creativity and entrepreneurship

Innovation and creative process.

Commercialisation, understanding the market & identifying emerging opportunities

Environmental, political, cultural, financial, and organisational forces behind innovation.

Creative principles behind new venture creation.

Models for entrepreneurship

Innovative business models and business strategies

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
Professional Task	3,000 words	50	N	Individual
Presentation	20 mins	20	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=MKTG2002_22-SPR_PC_D#subjects)

Spring (2023)

Parramatta City - Macquarie St

On-site

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