

BUSM 2016 ENTREPRENEURIAL MANAGEMENT AND INNOVATION

Credit Points 10

Legacy Code 200154

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Description This subject examines the theory, practice and nature of entrepreneurship, as a virtual but often neglected and misunderstood mode of management. A basic premise underlying this subject is that all business entities require enterprising management to enhance their survival ability. This proposition is relevant to new and older, small and large organisations. Additionally, contemporary management practice requires the modern manager to be creative in a learning context and the ways in which these creative environments are reached through entrepreneurship are explored.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Co-requisite(s) BUSM 1038

Equivalent Subjects LGYB 0476 - Entrepreneurial Management and Innovation (UWSC)

Learning Outcomes

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

1. Explain how entrepreneurial activities affect organisation and their environment;
2. Offer a critique of entrepreneurship and innovation theories;
3. Relate knowledge of entrepreneurs and entrepreneurial activities to business opportunities ;
4. Complete and present a team business plan based on various sources of research;
5. Explain the concept of innovation and critically analyse issues surrounding the management of innovation;
6. Demonstrate an understanding of the importance of ethics and social responsibility in undertaking entrepreneurial and innovative activities;
7. Explain the relationship between entrepreneurship and innovation.

Subject Content

- Introducing Entrepreneurship
- The business plan (BP)
- what makes An entrepreneur?
- The entrepreneurial option
- The entrepreneurial process & business opportunity
- entrepreneurial organisation
- organisational entrepreneurs

- introduction to innovation
- managing innovation
- physical considerations for innovation
- how do I protect innovation?
- The relationship between knowledge and innovation
- Entrepreneurship & innovation