

BUSM 3025 INCUBATOR 5: OPERATIONAL ASPECTS OF ENTREPRENEURSHIP

Credit Points 10

Legacy Code 301170

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

Description Operations encompasses essential components that enable a business to function effectively. This includes strategy, marketing, personnel and finance and the identification of opportunities for innovation. In this subject, students review case studies that explore business operations, enhancing their ability to comprehend the planning needed for entrepreneurs to conduct operations effectively. An integral component involves students developing a business plan with a focus on the operational aspects of new ventures or business concept. The subject is relevant for careers in entrepreneurship, consulting and management.

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 3 subject

Learning Outcomes

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

1. Analyse the resource requirements for a business including financial, human, physical and intellectual requirements.
2. Examine the dynamic nature of operations and role of innovation in strategic planning.
3. Demonstrate strategic thinking in developing a credible business plan.
4. Apply communication and collaboration skills to complete tasks in a timely and ethical manner.
5. Reflect on professional actions and capabilities in relation to entrepreneurship, innovation and operations.

Subject Content

1. The role of operations for launching a new venture or startup
2. Operational strategy and planning
3. Marketing strategy
4. Financial, human, physical and intellectual resourcing
5. Identifying and managing opportunities for innovation

Special Requirements

Essential equipment

Laptop

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	Mandatory
Portfolio	2 x Essays 600-700 words (per Essay) plus a video 7 minutes	30	N	Individual	N
Report	2,000 words	40	N	Group	N
Viva Voce	10 minutes	30	N	Individual	N

Teaching Periods

Spring (2024)

Parramatta City - Macquarie St Hybrid

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View timetable (https://clasregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3025_24-SPR_PC_3#subjects)

Spring (2025)

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