

# BUSM 3036 LEADERSHIP AND ENTREPRENEURSHIP

**Credit Points** 10

**Legacy Code** 200863

**Coordinator** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

**Description** This subject explores the links between leadership and entrepreneurship in the context of dynamic domestic and global environments. It develops an understanding of how to initiate a business venture, taking advantages of perceived opportunities and mobilising the required resources. To this end, different theories and perspectives on leadership and entrepreneurship are examined, and students are encouraged to apply them to real-life situations. The knowledge and skills learned in this subject will enable future leaders to revitalise organisations and create value in the process of transforming innovations into goods or services.

**School** Business

**Discipline** Organisation Management

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/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. Apply knowledge of entrepreneurship in business innovation;
2. Engage in effective collaborative learning to produce an authentic business artefact;
3. Reflect on the skills and qualities required to develop an entrepreneurial mindset;
4. Apply knowledge of entrepreneurship in preparing, and delivering, a business presentation;
5. Critically evaluate understandings of leadership based on experiential and theoretical learning.

## Subject Content

- Introducing Entrepreneurship and The entrepreneurial mindset
- business start-ups - key concepts and approaches
- business Models
- focus on innovation - business model canvas
- concepts of leadership
- leadership in Global contexts
- developing new leaders
- leaders in The future-changing context

## 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/<br>Group Task |
|--------------|------------------------------------|---------|-----------|---------------------------|
| Report       | Start up development (1,500 words) | 30      | N         | Group                     |
| Presentation | 4-5 minutes                        | 30      | N         | Individual                |
| Portfolio    | 1,500 words                        | 40      | N         | Individual                |

### Prescribed Texts

- There is no prescribed textbook for Leadership and Entrepreneurship. A custom list of key readings will be available online through the WSU Library and Readings and Resources page on vUWS.

### Teaching Periods

## WSU Online TRI-3 (2023)

### Wsu Online

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3036\\_23-OT3\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3036_23-OT3_OW_2#subjects))

## Vietnam Session 3 (2023)

### Vietnam

#### On-site

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

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## Sydney City Campus - Term 3 (2023)

### Sydney City

#### On-site

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3036\\_23-SC3\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3036_23-SC3_SC_1#subjects))

## Vietnam Session 1 (2024)

### Vietnam

#### On-site

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3036\\_24-UT1\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3036_24-UT1_UE_1#subjects))

## Autumn (2024)

### Campbelltown

#### On-site

**Subject Contact** Jayne Bye ([https://directory.westernsydney.edu.au/search/name/Jayne Bye/](https://directory.westernsydney.edu.au/search/name/Jayne%20Bye/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3036\\_24-AUT\\_CA\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3036_24-AUT_CA_1#subjects))

## **Parramatta City - Macquarie St**

### **On-site**

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3036\\_24-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3036_24-AUT_PC_1#subjects))

## **Sydney City Campus - Term 1 (2024)**

### **Sydney City**

#### **On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3036\\_24-SC1\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3036_24-SC1_SC_1#subjects))

## **Vietnam Session 2 (2024)**

### **Vietnam**

#### **On-site**

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3036\\_24-UT2\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3036_24-UT2_UE_1#subjects))

## **WSU Online TRI-2 (2024)**

### **Wsu Online**

#### **Online**

**Subject Contact** Claire Lewin ([https://directory.westernsydney.edu.au/search/name/Claire Lewin/](https://directory.westernsydney.edu.au/search/name/Claire%20Lewin/))

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