

BUSM 3091 INNOVATION AND ENTREPRENEURSHIP

Credit Points 10

Description This subject explores the links between innovation 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 real and perceived opportunities and mobilising the required resources. To this end, different theories and perspectives on innovation and entrepreneurship are examined and applied to authentic business scenarios. The knowledge and skills learned in this subject will enable future entrepreneurs to start businesses and create value in the process of transforming innovations into goods or services.

School Business

Student Contribution Band

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

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3036

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Analyse the link between innovation and entrepreneurship across diverse business contexts.
2. Collaborate effectively to produce authentic business artefacts.
3. Apply finance and management skills to resource allocation for new business ventures.
4. Develop a business start-up plan using the Business Model Canvas tool.
5. Deliver a business pitch that applies core entrepreneurial concepts effectively.

Subject Content

- Introducing Entrepreneurship and the Entrepreneurial Mindset
- Business Innovation – Opportunity Identification and Business Revitalisation
- Innovation and entrepreneurship in Global contexts
- Business Start-ups - Key Concepts and Approaches
- Business Models- Business Model Canvas (BMC)
- Financial Management in Business Start- up and Revitalisation