BUSM 7028 ENTREPRENEURIAL MANAGEMENT CAPABILITIES

Credit Points 10

Legacy Code 200850

Coordinator Hugh Pattinson (https://directory.westernsydney.edu.au/search/name/Hugh Pattinson/)

Description Developing innovation and entrepreneurial capability is essential for small, medium and large businesses. This unit introduces students to practical and applied knowledge supported by theory, concepts, frameworks for understanding and developing innovation and entrepreneurial thought, capability, infrastructure and platforms. Students will be exposed to leadership and approaches to the development of new products, services, processes and business models, with support from Western Sydney University's Launch Pad Technology Business Incubator.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program or be enrolled in the 3698 Master of Information and Communications Technology (Advanced), 3693 Master of Engineering or 3699 Master of Information and Communications Technology.

Learning Outcomes

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

1. Identify key underlying principles for innovation and entrepreneurship;
2. Illustrate the importance of innovation and entrepreneurial leadership in an applied enterprise context;
3. Evaluate contemporary and emerging issues in innovation and entrepreneurship;
4. Apply contemporary and emerging innovation and entrepreneuship principles and frameworks to evaluation and development of ideas into commercialised products, services and business models.

Subject Content

- innovation and Entrepreneurship theory and frameworks
- entrepreneurial leadership
- Innovation and entrepreneurship for new ventures (start-ups) and spin-offs from existing organisations
- Models and frameworks for ideation and Commercialisation of new products, services, processes and business Models
- contemporary and emerging Issues in innovation and Entrepreneurship

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.

Item	Length	Percent	Threshold	Individual/ Group Task
Essay	1,000 words	30	N	Individual
Feasibility Study	2,000 words	40	N	Individual
Business Plan	2,000 words	30	N	Group

Prescribed Texts

- A set of readings and links under the name of �gEntrepreneurial Management Capabilities: Readings and Links�h

Teaching Periods

Quarter 1
Parramatta City - Macquarie St
Evening
Subject Contact Hugh Pattinson (https://directory.westernsydney.edu.au/search/name/Hugh Pattinson/)

Day
Subject Contact Hugh Pattinson (https://directory.westernsydney.edu.au/search/name/Hugh Pattinson/)

Weekend
Subject Contact Hugh Pattinson (https://directory.westernsydney.edu.au/search/name/Hugh Pattinson/)

Quarter 2
Parramatta City - Macquarie St
Weekend
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Evening
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Day
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Quarter 3
Parramatta City - Macquarie St
Weekend
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Day
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Evening
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Quarter 4
Parramatta City - Macquarie St
Weekend
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Day
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Evening
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View timetable (https://classregistration.westernsydney.edu.au/even/
timetable/?subject_code=BUSM7028_22-Q4_PC_E#subjects)