

# BUSM 7047 INNOVATION, CREATIVITY AND ENTREPRENEURSHIP

**Credit Points** 10

**Legacy Code** 200792

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**Description** The aim of this subject is to provide students with the necessary skills to understand, execute and manage entrepreneurial innovation processes in firms/organisations, and be more prepared to succeed within an increasingly complex, global and highly competitive entrepreneurial environment. Firms/organisations of various sizes, including small and medium enterprises (SMEs) that are innovative and entrepreneurial provide vision, nurture creativity and idea management as part of their everyday activities and in seeking long-term sustainability.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** LGYA 8997 - Innovation and Entrepreneurship

## Learning Outcomes

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

1. Illustrate the importance of innovation and entrepreneurship in an applied enterprise and organisational (firm/organisation) context;
2. Examine management approaches that foster innovativeness and entrepreneurship in a firm/ organisation, both from a large and small (SME) perspective;
3. Engage in the process of identifying entrepreneurial opportunities, particularly those based on innovation;
4. Undertake a feasibility study and develop a new venture plan for the commercialisation of new research ideas, whereby both innovation and entrepreneurship are referred to and adopted as the core aspects of the study;
5. Evaluate the impact of contemporary and emerging themes related to innovation and entrepreneurship, in particular themes that underline the long-term sustainability of a firm/organisation.

## Subject Content

The innovation process:

- the mindset of the entrepreneur;
- new venture planning/creation;
- business feasibility planning; and
- emerging Issues that directly and indirectly impact innovation and entrepreneurial processes.

Some of the emerging issues include: the (increasingly) stronger links between entrepreneurship and sustainability in its various forms, such as business/financial, social and environmental; the emergence of new technologies that help support innovation/ entrepreneurship, new business concepts, and changes in legislation.

## 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
Essay based on case study	1,000 words max.	30	N	Individual	
Proposal "presented to a panel" format	2,000 words equivalent	30	N	Group	
Feasibility study	2,000 words	40	N	Individual	

Prescribed Texts

- A collation of readings will be provided