

# BUSM 7084 START-UP

**Credit Points** 20

**Legacy Code** 200971

**Coordinator** Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

**Description** This is a 20 credit point subject over two Quarters, 20 weeks in total, 10 credit points in each Quarter. Developing start-ups and rejuvenating existing businesses are essential for industry and regional development and regeneration. This subject provides students with the knowledge, tools and skills to develop innovative ideas into prototype products and services and start-up businesses. Working within Launch Pad, Western's technology business incubator, students build the capacity to evaluate opportunities and generate innovative business ideas, incorporating diverse perspectives. Students are supported to develop foundational skills in finance, management and business law in order to take action and implement business ideas.

**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

**Restrictions** Students must be enrolled in program 2761 Master of Business Administration, 3698 Master of Information and Communications Technology (Advanced) or 3699 Master of Information and Communications Technology and must obtain permission to enrol in this subject. Students must have successfully completed all core subjects plus 40 credit points of major subjects (i.e. a total of 80 credit points).

**Assumed Knowledge**

Understanding of the business environment and organisational structures, business communications skills, business strategy, as well as substantial knowledge in the discipline.

## Learning Outcomes

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

1. Apply knowledge and skills of innovation standards, practices and processes to business problems.
2. Generate innovative, sustainable and ethical business solutions for entrepreneurial or intrapreneurial contexts.
3. Evaluate proposals, business solutions, projects and capabilities in relation to innovation.
4. Communicate concepts to diverse audiences in a clear, ethical manner and in multiple formats
5. Collaborate with stakeholders and peers to take action and implement ideas and plans.

## Subject Content

1. Design thinking for innovation & startups
2. Principles of entrepreneurship
3. Business models & plans
4. Innovation standards & framework

5. Systems thinking in problem-solving
6. Innovation and entrepreneurship capabilities

## 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
Proposal	1,500 words	25	N	Individual
Report	1,500 words	30	N	Individual
Report	2,500 words, and 15 minute presentation	45	N	Individual

Prescribed Texts

- There is no prescribed textbook. Readings and resources will be packaged as online e-resources.

Teaching Periods

## Quarter 1 (2024)

**Parramatta City - Macquarie St**

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7084\\_24-Q1\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7084_24-Q1_PC_1#subjects))

## Quarter 3 (2024)

**Parramatta City - Macquarie St**

**On-site**

**Subject Contact** Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7084\\_24-Q3\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7084_24-Q3_PC_1#subjects))

## Quarter 4 (2024)

**Parramatta City - Macquarie St**

**On-site**

**Subject Contact** Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7084\\_24-Q4\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7084_24-Q4_PC_1#subjects))