MKTG 3005 INCUBATOR 6: FUNDING AND START-UP

Credit Points 10

Legacy Code 301171

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Description This subject investigates various funding opportunities that might be suitable for your business concept through a number of theoretical topics, such as: possible funding sources including venture capitalists and angel investors, joint venture funding, pitching your ideas. The subject is structured into a number of modules. Further, as activities associated with this subject, students would have to actively seek and secure funding for the start-up.

School Computer, Data & Math Sciences

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your fees via the 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. Analyse pros and cons of various funding options
2. Develop a pitch to a possible financier
3. Apply individual�fs skills and knowledge in a collaborative and effective manner in achieving a common goal in a group setting
4. Demonstrate effective verbal and written communication skills that appeal to a wide audience
5. Demonstrate resilience when faced with probable disappointing rejections from financiers

Subject Content

1. Possible funding sources
2. Venture capitalist market
3. Bank loans
4. Self-funding
5. Joint venture funding
6. How to pitch your idea to possible financier

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
Report	1500 words	30	N	Group	Y
Presentatio	20 mins	45	N	Group	Y
Reflection	1500 words	25	N	Individual	Y