

# BUSM 2047 VENTURE MAKERS FOUNDATIONS

**Credit Points** 10

**Coordinator** Inu Rana (<https://directory.westernsydney.edu.au/search/name/Inu Rana/>)

**Description** The world we inhabit is ever changing - and so is the way that we will work in the future. Technology continues to evolve and impact the way consumers, business and government interact. Graduates today encounter an increasingly complex working environment and need to be equipped with the mindset, skills-set and tools to navigate uncertainty and complexity, whilst having the capacity to identify and act on emerging opportunities presented by changing environments. The Venture Makers Foundations subject is a highly innovative, unique transdisciplinary entrepreneurship training and development experience. This subject provides students with an entrepreneurial perspective and the skills that are needed to thrive and navigate disruption. The subject is delivered in partnership with innovative Industry partners and is authentic, immersive, and relevant, enabling students to develop real professional industry networks locally, nationally, and internationally. Students will develop core entrepreneurial skills and enhance their work readiness as they create and design solutions for solving complex, real-world challenges with potentially significant global impact. The subject is available to all bachelor degree students as an elective.

**School** Graduate Research School

**Discipline** Business And Management

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Restrictions**

Student must be enrolled in an undergraduate degree

## Learning Outcomes

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

### Culture (Short Course I):

- Evaluate the feasibility of an opportunity in the context of complex business and entrepreneurial environments
- Analyse entrepreneurial behaviour and innovative business models to suit contemporary economic, social and environmental contexts

### Practice (Short Course II):

- Derive innovative methods for complex problem solving using a human-centric approach to entrepreneurship
- Apply technology-based tools for evaluating commercial opportunities to address local and global scale challenges

### Ecosystem (Short Course III):

- Identify opportunities to contribute to, and benefit from entrepreneurial ecosystems
- Build relationships and networks to communicate effectively within an entrepreneurial environment

## Subject Content

The Venture Makers Foundations Unit has been designed as three distinct Short Courses comprising three content specific Modules. The entire Venture Makers Foundations Unit encompasses all nine specific Modules.

### Short Course I - CULTURE

This Short Course (Culture) comprises the Modules Collision, Exploration and Adoption.

- Module 1.1 Collision:** Evaluate and analyse innovative work and business environments in local and global contexts.
- Module 1.2 Exploration:** Exploring contemporary business environments, and emerging challenges and how these create market opportunities.
- Module 1.3 Adoption:** Adopting new and advanced tools to manage risk and methodologies essential for new generation entrepreneurship.
- Assessment #1 occurs during this Short Course.

### Short Course II - PRACTICE

The Short Course (Practice) comprises the Modules Immersion, Perception, Designing.

- Module 2.1 Immersion:** Immerse in businesses and sectors that adopt lean and agile methods for innovative and disruptive business models.
- Module 2.2 Perception:** Perception and understanding of interactions between economy, society, and environment and related opportunities.
- Module 2.3 Designing:** Design processes for critical thinking, complex problem solving and solution development.
- Assessment #2 occurs during this Short Course.

### Short Course III - ECOSYSTEM

The Short Course (Ecosystem) comprises the Modules Validation, Influencing, Generating.

- Module 3.1 Validation:** Understanding and applying advanced technologies to test markets, prototype and drive processes.
- Module 3.2 Influencing:** Building key capabilities to network, lead and persuade to drive projects, teams and collaborations.
- Module 3.3 Generating:** Developing and executing approaches to commercialise and scale viable ideas and solutions.
- Assessment #3 occurs during this Short Course.

## Special Requirements

Essential equipment

Access to a computer with camera and microphone, access to software for the development of reports, presentations

## 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 |
|-----------------|-------------|---------|-----------|-----------------------|
| Applied Project | 2,000 words | 40      | N         | Individual            |
| Portfolio       | 3,500 words | 30      | N         | Group                 |
| Presentation    | 10 minutes  | 30      | N         | Individual            |

Teaching Periods

## **Spring (2022)**

### **Parramatta City - Macquarie St**

**Day**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM2047\\_22-SPR\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2047_22-SPR_PC_D#subjects))

## **Autumn (2023)**

### **Parramatta City - Macquarie St**

**On-site**

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View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM2047\\_23-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2047_23-AUT_PC_1#subjects))

## **Spring (2023)**

### **Parramatta City - Macquarie St**

**On-site**

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

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