

# INNOVATION AND ENTREPRENEURSHIP, MAJOR (0038)

Western Sydney University Major Code: 0038

Previous Code: SP2011.1

## Available to students in other Western Sydney University

**Programs:** Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

Developing innovation and entrepreneurial capability is essential for small, medium and large businesses. This specialisation 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 and introduced to ideation as an approach for developing ideas into possible innovative products, services, applications and processes. Students will be exposed to a variety of brainstorming, creativity and foresight methods and tools, with emphasis on scenario planning methods.

## Location

Campus	Mode	Advice
Parramatta City Campus - Macquarie Street	Internal	Dr Laurel Jackson ( <a href="https://directory.westernsydney.edu.au/search/email/sgsmclientservices@westernsydney.edu.au">https:// directory.westernsydney.edu.au/ search/email/ sgsmclientservices@westernsydney.edu.au</a> )

## Major Structure

Students must successfully complete 60 credit points as listed below.

Subject	Title	Credit Points
BUSM 7028	Entrepreneurial Management Capabilities	10
BUSM 7040	Governance, Ethics and Social Entrepreneurship	10
BUSM 7048	Innovation, Creativity and Foresight	10
BUSM 7046	Innovation for New Markets	10
BUSM 7045	Innovation Through Digital Technology	10
BUSM 7072	New Venture Finance	10
Total Credit Points		60

## Related Programs

Master of Business Administration (2761) ([https://  
hbook.westernsydney.edu.au/archives/2023-2024/programs/master-  
business-administration/](https://hbook.westernsydney.edu.au/archives/2023-2024/programs/master-business-administration/))