

# BACHELOR OF ENTREPRENEURSHIP (3747)

**Approved Abbreviation:** BEntrep

**Western Sydney University Program Code:** 3747

**AQF Level:** 7

**CRICOS Code:** 0101788

This program applies to students who commenced in 2017 or later

The Bachelor of Entrepreneurship is not a stand-alone degree, but is designed to be undertaken in combination with any Western Sydney bachelor degree. The degree is an innovative approach to training the next generation of high impact entrepreneurs by providing knowledge and developing practical skills. The program aims to guide students through all phases of their entrepreneurship journey: from forming a team to helping with pitching their ideas to potential investors and developing strategies for obtaining funding.

Students will not be limited to learning a particular profession, but will also engage in the process of building a start-up company. The key emphasis of this program is on developing the mindset, risk tolerance, creativity, passion, big thinking, team formation and leadership capabilities – key characteristics of high impact entrepreneurs. Practical experience is incorporated into every semester of study, such as incubators, technology parks, and innovation centres and enabling a student through all the stages from creative ideas through the sustainable development of the idea into a lean start-up. Upon completion graduates will demonstrate an entrepreneurial mind set and will know how to apply this mindset to address a diverse range of problems through game and simulation-based solutions.

Students will have the ability to complete the Bachelor of Entrepreneurship as either intertwined with the student's primary degree and studied concurrently, or as a final year block of subjects at the end of their primary degree.

## Study Mode

Three years full-time or the equivalent part-time. Note: This includes two years equivalent Advanced Standing for prior undergraduate degree.

## Program Advice

Dr Anton Bogdanovych (a.bogdanovych@westernsydney.edu.au)

## Location

| Campus                            | Attendance | Mode     | Advice    |
|-----------------------------------|------------|----------|-----------|
| Parramatta Campus - Victoria Road | Full Time  | Internal | See above |
| Parramatta Campus - Victoria Road | Part Time  | Internal | See above |
| Penrith Campus                    | Full Time  | Internal | See above |
| Penrith Campus                    | Part Time  | Internal | See above |

## Admission

Student must meet the requirements for admission of their primary program, before they can be admitted into the Bachelor of Entrepreneurship.

Applications from Australian and New Zealand citizens and holders of permanent resident visas must be made via the Universities Admissions Centre (UAC).

For current Western Sydney University students wishing to enrol please complete the Concurrent Degree Form.

Concurrent Degree Form ([https://wsu.service-now.com/student/?id=wsu\\_cat\\_item&sys\\_id=b95978cedbb258504f58e43405961903&sysparm\\_category="](https://wsu.service-now.com/student/?id=wsu_cat_item&sys_id=b95978cedbb258504f58e43405961903&sysparm_category=))

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local and International applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

<http://www.uac.edu.au/>

International applicants must apply directly to Western Sydney University via the International Office. International students applying to The University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<https://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

## Program Structure

The Bachelor of Entrepreneurship is not a stand-alone degree, but is designed to be undertaken in combination with any Western Sydney bachelor degree.

Qualification for this award requires the successful completion of 240 credit points which include the subjects listed in the recommended sequence below and 160 credit points of Advanced Standing. At least 80 credit points must be completed while enrolled in the Bachelor of Entrepreneurship.

## Core Subjects

| Subject                                                   | Title                                                             | Credit Points |
|-----------------------------------------------------------|-------------------------------------------------------------------|---------------|
| <b>Core Subjects</b>                                      |                                                                   |               |
| BUSM 1012                                                 | Foundations of Entrepreneurship                                   | 10            |
| MKTG 2002                                                 | Incubator 1: Innovation and Creativity for Entrepreneurship       | 10            |
| BUSM 2024                                                 | Incubator 2: Start-up Essentials                                  | 10            |
| MKTG 2003                                                 | Incubator 3: Product Development                                  | 10            |
| ACCT 3009                                                 | Incubator 4: Commercial and Financial Setting of Entrepreneurship |               |
| Note: from Autumn 2024 ACCT 3009 is replaced by ACCT 3012 |                                                                   | 10            |
| ACCT 3012                                                 | Incubator 4: Commercial and Financial Strategy for Entrepreneurs  |               |
| BUSM 3025                                                 | Incubator 5: Operational Aspects of Entrepreneurship              | 10            |
| MKTG 3005                                                 | Incubator 6: Funding and Start-up                                 |               |
| Note: from Autumn 2024 MKTG 3005 is replaced by MKTG 3023 |                                                                   | 10            |
| MKTG 3023                                                 | Incubator 6: Funding a Start-up                                   |               |
| MKTG 3006                                                 | Incubator 7: Growth and Exit Strategies                           | 10            |
| <b>Advanced Standing</b>                                  |                                                                   |               |

Plus 160 credit points of advanced standing which must include a minimum of:

30 credit points at Level 3 units for a three year degree (240 credit points)

90 credit points at Level 3 or above for a four year degree (320 credit points)

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|                            |            |
|----------------------------|------------|
| <b>Total Credit Points</b> | <b>240</b> |
|----------------------------|------------|

### **Equivalent Subjects**

The subjects listed below count towards completion of this Program for students who passed these subjects in 2018 or earlier.

BUSM 2023 - Incubator 2: Legal and Ethical Setting of Entrepreneurship