

BUSM 1012 FOUNDATIONS OF ENTREPRENEURSHIP

Credit Points 10

Legacy Code 200979

Coordinator Claire Lewin (<https://directory.westernsydney.edu.au/search/name/Claire Lewin/>)

Description This subject introduces students to the necessary foundations for starting a business and entrepreneurship. Students will be introduced to the Australian business environment and key principles for setting up an entrepreneurial and competitive Business within that environment. Students will be exposed to theories and frameworks on entrepreneurship, entrepreneurial processes, and new and emerging entrepreneurship issues. Students will apply knowledge gained through completing a Business Model Canvass (BMC) case study of a real start-up company or completing a BMC of their own entrepreneurial venture (for students already undertaking an entrepreneurial project).

School Business

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 1 subject

Learning Outcomes

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

1. Identify key requirements for setting up a small business in the Australian business environment;
2. Identify key processes for setting up a small business;
3. Apply knowledge on entrepreneurship frameworks and processes through analysing a real-life start-up company;
4. Demonstrate ability to write succinctly and clearly in a manner that appeals to a wide audience;
5. Demonstrate ability to verbally communicate clearly and effectively to a wide audience.

Subject Content

The 21st century entrepreneur in an Australian business environment

Entrepreneurship: Introduction to theory and practice

Entrepreneurship in practice: Creativity and innovation

Entrepreneurial opportunities, Innovation and the draft business plan

Entrepreneurial financing

Managing entrepreneurial functions

Legal and ethical aspects of entrepreneurship

Entrepreneurship, small business management and developing the business

Entrepreneurship in society: Corporate, social, indigenous and family

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
Case Study	1,750 words	40	N	Individual
Quiz	40 min	40	N	Individual
Presentation	10 minutes	20	N	Individual
Reflection	20 minutes	S/U	N	Individual

Prescribed Texts

- Barringer, Bruce & Ireland, R. Duane, 2018, Entrepreneurship: Successfully Launching New Ventures, Global Edition eBook, 6th Edition, Pearson, USA

Teaching Periods

Autumn (2024)

Online

Online

Subject Contact Claire Lewin (<https://directory.westernsydney.edu.au/search/name/Claire Lewin/>)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1012_24-AUT_ON_2#subjects)

Parramatta - Victoria Rd

On-site

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