

# 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 fees 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

**Equivalent Subjects** BUSM 2049

**Restrictions**

Student must be enrolled in an undergraduate degree

## Subject Content

This subject introduces you to the key steps and skills for innovation and for pitching your ideas. We cover:

Innovation

Design thinking framework

1. Divergent and convergent thinking tools and techniques
2. Growth mindset
3. Value proposition
4. Prototyping
5. Storytelling

Pitching

## 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	800 words	20	N	Individual
Portfolio	Portfolio (option 1) 10 minutes or Venture Innovation Challenge - Applied Project (option 2) 7 minute video	40	N	Individual
Presentation	10 minutes	40	N	Group

## Learning Outcomes

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

### Culture (Short Course I):

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

### Practice (Short Course II):

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

### Ecosystem (Short Course III):

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