

DESIGN MANAGEMENT AND ENTREPRENEURSHIP, MAJOR (0081)

Western Sydney University Major Code: 0081

Previous Code: M3124.1

From Spring 2022, Design Management and Entrepreneurship, major will no longer be available.

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.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road		Dr Sasha Alexander (https://directory.westernsydney.edu.au/search/email/s.alexander@westernsydney.edu.au)

Major Structure

The Bachelor of Design and Technology (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-design-technology/>) is offered on Parramatta (Victoria Road) Campus only. Students may be required to travel between campuses in order to complete some subjects within specific majors and minors.

Students must complete 80 credit points as follows.

Subject	Title	Credit Points
Core Subjects		
ENGR 1042	Sustainable Materials and Smart Manufacturing	10
ENGR 3025	Designing for Circular Economy (Advanced)	10
ENGR 4017	Design Thinking for Competitive Advantage	10
ENGR 3026	Design Thinking for Successful Brands and Products	10
Major Alternate Subjects		
ENGR 2028	New Product Innovation with IoT Data	10
ENGR 4019	Start-Up Product Launch	10
BUSM 3036	Leadership and Entrepreneurship	10
BUSM 3005	Creating Change and Innovation	10
Total Credit Points		80

Related Programs

Bachelor of Design and Technology (3729) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-design-technology/>)