

# ENTERPRISE INNOVATION, MAJOR (0078)

Western Sydney University Major Code: 0078

Previous Code:M2511.1

Available to students in other Western Sydney University programs?  
No

The Enterprise Innovation major equips you with the expert skills to create a career as a management specialist. You will be prepared to succeed in a range of roles in contemporary private, public, and not-for-profit organisations in Australia and abroad. In this major you will develop strategic management knowledge to enable effective organisational decision making. The subjects in this major focus on organisational learning and development and behaviour, operations management, leadership and entrepreneurship, change and innovation, and policy. You can look forward to a range of careers in the broad and complex field of management.

## Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )

## Major Structure

Students must successfully complete 80 credit points including all of the core subjects listed below.

The subjects in this major are offered at the Parramatta City campus and the core subjects in the Bachelor of Creative Industries programs are offered at the Parramatta South, and Penrith campuses. Students will be required to travel between campuses in order to complete this major.

Note: Creative Industries students undertaking this major must complete core subject BUSM 1008 Enterprise Leadership, followed by Introductory major pool subject BUSM 1026 Organisational Behaviour, prior to commencing the below subject set.

Subject	Title	Credit Points
BUSM 2004	Business, Society and Policy	10
BUSM 3005	Creating Change and Innovation	10
BUSM 3006	Design Thinking for Creativity	10
BUSM 3027	Innovation and Professional Practice	10
BUSM 3028	Innovation, Enterprise and Society	10
BUSM 3036	Leadership and Entrepreneurship	10
BUSM 2030	Managing and Developing Careers	10
BUSM 2031	Managing in the Global Environment	10
Total Credit Points		80

## Related Programs

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Communication/Bachelor of Creative Industries (1840) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-creative-industries/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-creative-industries/>)

Bachelor of Design/Bachelor of Creative Industries (1839) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-design-bachelor-creative-industries/>)

Bachelor of Music/Bachelor of Creative Industries (1841) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-music-bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-communication-bachelor-creative-industries/>)