

INNOVATION AND ENTREPRENEURSHIP, TESTAMUR MAJOR (T008)

Western Sydney University Major Code: T008

Previous Code: ST3051.1

Available to students in other Western Sydney University programs?

No

Entrepreneurship, innovation and new markets are pertinent activities that have collectively become cornerstones of how firms grow and interact with society. This specialisation is aimed at developing knowledge and skills in the processes to create new economic and social value, seeking funding for new ventures, application of digital technologies in emerging businesses and developing start-ups and rejuvenating existing businesses.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	postgradit@scem.uws.edu.au

Major Structure

Students must complete 40 credit points as follows.

Subject	Title	Credit Points
Students must complete the following two subjects:		
BUSM 7048	Innovation, Creativity and Foresight	10
BUSM 7072	New Venture Finance	10
Select two subjects or 20 credit points from the following:		20
BUSM 7028	Entrepreneurial Management Capabilities	
BUSM 7046	Innovation for New Markets	
BUSM 7045	Innovation Through Digital Technology	
BUSM 7084	Start-up	

Related Programs

Master of Information and Communications Technology (3699)
(<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/master-information-communications-technology/>)

Master of Information and Communications Technology (Advanced) (3698) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/master-information-communications-technology-advanced/>)