

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: | | |
| 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/>)