

TECHNOLOGY ENTREPRENEURSHIP, MAJOR (0261)

Western Sydney University Major Code: 0261

Previous Code: M3126.1

Available to students in other Western Sydney University programs?
No

The Technology Entrepreneurship major is focused on guiding students through all stages of turning their innovative idea into a start-up company. In an entrepreneurial ecosystem, you will learn the knowledge and techniques for opportunity discovery, impact analysis, customer analysis, strategic team-building and leadership, the psychology and ethics of the start-up, funding modelling and financial analysis, growth and exit strategies. We will be helping you with defining your idea, forming a team around it, building a prototype, developing a pitch for investors and running a start-up company.

Campus	Mode	Advice
Penrith Campus	Internal	Dr Anton Bogdanovych (https://directory.westernsydney.edu.au/search/email/a.bogdanovych@westernsydney.edu.au)

Major Structure

3506 Bachelor of Computer Science, 3634 Bachelor of Computer Science (Advanced), 3639 Bachelor of Information and Communications Technology, 3684 Bachelor of Information and Communications Technology (Advanced), 3687 Bachelor of Information Systems, 3688 Bachelor of Information Systems Advanced

Students must complete 80 credit points as follows

Subject	Title	Credit Points
MKTG 2002	Incubator 1: Innovation and Creativity for Entrepreneurship	10
BUSM 2024	Incubator 2: Start-up Essentials	10
MKTG 2003	Incubator 3: Product Development	10
ACCT 3009	Incubator 4: Commercial and Financial Setting of Entrepreneurship	
Note: from Autumn 2024 ACCT 3009 is replaced by ACCT 3012		10
ACCT 3012	Incubator 4: Commercial and Financial Strategy for Entrepreneurs	
BUSM 3025	Incubator 5: Operational Aspects of Entrepreneurship	10
MKTG 3005	Incubator 6: Funding and Start-up	
Note: from Autumn 2024 MKTG 3005 is replaced by MKTG 3023		10
MKTG 3023	Incubator 6: Funding a Start-up	
MKTG 3006	Incubator 7: Growth and Exit Strategies	10
BUSM 1012	Foundations of Entrepreneurship	10
Total Credit Points		80

3730 Bachelor of Industrial Design, 3731 Bachelor of Industrial Design (Honours), 3769 Bachelor of Data Science

Students must complete 80 credit points as follows

Subject	Title	Credit Points
MKTG 2002	Incubator 1: Innovation and Creativity for Entrepreneurship	10
BUSM 2024	Incubator 2: Start-up Essentials	10
MKTG 2003	Incubator 3: Product Development	10
ACCT 3009	Incubator 4: Commercial and Financial Setting of Entrepreneurship	
Note: from Autumn 2024 ACCT 3009 is replaced by ACCT 3012		10
ACCT 3012	Incubator 4: Commercial and Financial Strategy for Entrepreneurs	
BUSM 3025	Incubator 5: Operational Aspects of Entrepreneurship	10
MKTG 3005	Incubator 6: Funding and Start-up	
Note: from Autumn 2024 MKTG 3005 is replaced by MKTG 3023		10
MKTG 3023	Incubator 6: Funding a Start-up	
MKTG 3006	Incubator 7: Growth and Exit Strategies	10
Select one of the following:		10
BUSM 1012	Foundations of Entrepreneurship	
COMP 1005	Programming Fundamentals	
COMM 1026	Principles of Professional Communication 1	
From Autumn 2023 COMM 1026 is replaced by INFO 1003 Professional Practice, Communication and Ethics		
Total Credit Points		80

Equivalent Subjects

The subjects listed below count towards completion of this program for students who passed these subjects in 2022 or earlier.

COMM 1026 Principles of Professional Communication 1, replaced by INFO 1003 Professional Practice, Communication and Ethics

Related Programs

- Bachelor of Computer Science (3506) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-computer-science/>)
- Bachelor of Computer Science (Advanced) (3634) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-computer-science-advanced/>)
- Bachelor of Data Science (3769) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-data-science/>)
- Bachelor of Design and Technology (3729) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-design-technology/>)
- Bachelor of Industrial Design (3730) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-industrial-design/>)
- Bachelor of Industrial Design (Honours) (3731) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-industrial-design-honours/>)
- Bachelor of Information and Communications Technology (3639) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology/>)

Bachelor of Information and Communications Technology (Advanced)
(3684) ([https://hbook.westernsydney.edu.au/archives/2024-2025/
programs/bachelor-information-communications-technology-
advanced/](https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-advanced/))