

BUSM 7084 START-UP

Credit Points 20

Legacy Code 200971

Coordinator Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

Description This is a 20 credit point subject over two Quarters, 20 weeks in total, 10 credit points in each Quarter. Developing start-ups and rejuvenating existing businesses are essential for industry and regional development and regeneration. This subject provides students with the knowledge, tools and skills to develop innovative ideas into prototype products and services and start-up businesses. Working within Launch Pad, Western's technology business incubator, students build the capacity to evaluate opportunities and generate innovative business ideas, incorporating diverse perspectives. Students are supported to develop foundational skills in finance, management and business law in order to take action and implement business ideas.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Postgraduate Coursework Level 7 subject

Restrictions

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Assumed Knowledge

Understanding of the business environment and organisational structures, business communications skills, business strategy, as well as substantial knowledge in the discipline.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply knowledge and skills of innovation standards, practices and processes to business problems.
2. Generate innovative, sustainable and ethical business solutions for entrepreneurial or intrapreneurial contexts.
3. Evaluate proposals, business solutions, projects and capabilities in relation to innovation.
4. Communicate concepts to diverse audiences in a clear, ethical manner and in multiple formats
5. Collaborate with stakeholders and peers to take action and implement ideas and plans.

Subject Content

1. Design thinking for innovation & startups
2. Principles of entrepreneurship
3. Business models & plans
4. Innovation standards & framework
5. Systems thinking in problem-solving
6. Innovation and entrepreneurship capabilities

Special Requirements

Essential equipment

Laptop

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Proposal	1,500 words	25	N	Individual	N
Report	1,500 words	30	N	Individual	N
Report	2,500 words, and 15 minute presentation	45	N	Individual	N

Prescribed Texts

- There is no prescribed textbook. Readings and resources will be packaged as online e-resources.

Teaching Periods

Quarter 1 (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Laurel Jackson ([https://directory.westernsydney.edu.au/search/name/Laurel Jackson/](https://directory.westernsydney.edu.au/search/name/Laurel%20Jackson/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7084_25-Q1_PC_1#subjects)

Quarter 2 (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7084_25-Q2_PC_1#subjects)

Quarter 3 (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7084_25-Q3_PC_1#subjects)

Quarter 4 (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Carla Duarte de Jesus Dias Wadewitz ([https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/](https://directory.westernsydney.edu.au/search/name/Carla%20Duarte%20de%20Jesus%20Dias%20Wadewitz/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7084_25-Q4_PC_1#subjects)