

# MKTG 2002 INCUBATOR 1: INNOVATION AND CREATIVITY FOR ENTREPRENEURSHIP

**Credit Points** 10

**Legacy Code** 301165

**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 subject explores the ways innovative ideas for a product or service can be turned into a successful start-up business. Students explore practical activities to generate creative ideas and learn about innovation, as well as follow the stages involved in developing a conceptual idea. Upon successful completion of the subject, students will possess potential startup options that could be further explored in more advanced incubator subjects.

**School** Business

**Discipline** Project Management

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

## Learning Outcomes

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

1. Examine the key drivers of creativity and innovation.
2. Determine suitable business models for a startup.
3. Apply a creative process to develop a product or service concept.
4. Outline opportunities for commercialisation from innovation.
5. Apply communication and collaboration skills to complete tasks in a timely and ethical manner.

## Subject Content

1. The relationship between creativity, innovation and entrepreneurship.
2. Creative and innovation processes.
3. Understanding the market & identifying emerging opportunities.
4. Environmental, political, cultural, financial, and organisational forces behind innovation.
5. Creative principles behind new venture creation.
6. Models for entrepreneurship.
7. Innovative business models and business strategies.

## 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
Case Study	1,500 words	30	N	Group	N
Poster	800 words + visuals	40	N	Individual	N
Presentation	7 minutes video	30	N	Individual	N

Teaching Periods

## Spring (2025)

### Parramatta City - Macquarie St

#### Hybrid

**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=MKTG2002\\_25-SPR\\_PC\\_3#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2002_25-SPR_PC_3#subjects))