

MKTG 3006 INCUBATOR 7: GROWTH AND EXIT STRATEGIES

Credit Points 10

Legacy Code 301172

Coordinator Carla Duarte de Jesus Dias Wadewitz (<https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/>)

Description Startups must plan for both business growth and exit from the business. In this final incubator subject students will explore, analyse, evaluate and select from a range of suitable growth and exit strategies. This includes deciding whether their own or a live case study business will grow organically or will require a fast growth model and rapid expansion. Students will also need to consider possible exit strategies (such as initial public offering (IPO), trade sales or personal redundancies). At the completion of the subject, students will have developed a future growth plan with possible exit strategies.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

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

Level Undergraduate Level 3 subject

Learning Outcomes

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

1. Analyse business growth areas and competition through market research.
2. Outline implications associated with expansion options and exit strategies from relevant perspectives including legal, risk management and sustainability.
3. Provide a convincing, compelling case for growth and exit strategy.
4. Develop social capital through interactions with peers, individuals and organisations in the entrepreneur ecosystem.
5. Apply communication and collaboration skills to complete tasks in a timely and ethical manner.

Subject Content

1. Strategies for business growth
2. Sustainable growth strategies
3. Risk management
4. Exit strategies
5. Founder at exit
6. Preparing to exit
7. Exit Conditions and Governance and Stakeholders
8. Pitching for successful growth/exit

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 | Mandatory Task |
|-------------------|---|---------|-----------|-------------------|----------------|
| Case Study | 1500 words | 40 | N | Individual | N |
| Professional Task | 7 minute video and 1000 words self assessment | 30 | N | Group | N |
| Reflection | Option1: 7 minutes OR Option 2: 7 minutes self-reflection 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/>)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3006_25-SPR_PC_3#subjects)