

# ACCT 3012 INCUBATOR 4: COMMERCIAL AND FINANCIAL STRATEGY FOR ENTREPRENEURS

**Credit Points** 10

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

**Description** In the Bachelor of Entrepreneurship students learn the different aspects of starting a new business around a creative, innovative product or service. One key skill in being able to run a business or a startup is developing financial and commercial strategies. Students develop their knowledge and skills in this area through a more in-depth look at business models, revenue models and commercial strategies. Students apply critical thinking to evaluate models and strategies in developing a commercial strategy. The skills developed in this subject are highly valued practical business-oriented skills that can be applied in a range of businesses.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** ACCT3009

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Analyse business revenue models.
2. Investigate different business models for viability.
3. Present a revised commercial strategy demonstrating critical thinking and decision making.
4. Communicate in a professional, ethical, and inclusive manner to a range of audiences.

## Subject Content

1. Commercial strategy
2. Market sizing
3. Market strategy entry
4. Business revenue models and pricing strategies
5. How to identify types of costs and driving cost efficiencies
6. Profits and loss statements
7. Statement of cash flow, AI tools and digital systems in financial and commercial design

## 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	1500 words	20	N	Individual	N
Applied Project	1500 words	30	N	Individual	N
Professional Task	20 mins	50	N	Individual	N

**Teaching Periods**

## Autumn (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=ACCT3012\\_25-AUT\\_PC\\_3#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=ACCT3012_25-AUT_PC_3#subjects))