

BUSM 2024 INCUBATOR 2: START-UP ESSENTIALS

Credit Points 10

Legacy Code 301206

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

Description This subject prepares students to run a lean startup. Lean Start-up techniques are designed to test a business concept, or a hypothesis to create fast-growing businesses. Students learn that the chances of success improve when following the principles of failing fast, customer feedback and continuous learning. Through practical activities students analyse the legal and ethical dilemmas that apply to a start-up (or any) organisation. Upon successful completion of this subject, students would have developed a thorough understanding of developing a startup business using lean startup method, local and international legal and ethical landscape within which modern start-up businesses operate.

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 Undergraduate Level 2 subject

Equivalent Subjects BUSM 2023 - Incubator 2 Legal and Ethical Setting of Entrepreneurship

Learning Outcomes

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

1. Develop a hypothesis for a startup business.
2. Apply a business model for a startup business using lean start-up tools.
3. Prepare a business plan for a startup business.
4. Experiment with rapid prototyping to validate with customers.
5. Apply communication and collaboration skills to complete tasks in a timely and ethical manner.

Subject Content

1. Entrepreneurial mindset & lean startup method
2. Lean Canvas
3. Business Plan Development
4. Hypothesis-based approach to ideation
5. Rapid Prototyping
6. Intellectual Property (IP) Strategy
7. Ethical Business Strategy

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	800 words	30	N	Individual	N
Case Study	Option 1: 1500 words OR Option 2: 7 minutes self-reflection video	40	N	Individual	N
Presentation	10 minutes	30	N	Group	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=BUSM2024_25-SPR_PC_3#subjects)