

# ENGR 4013 CREATIVE BUSINESS MODEL INNOVATION

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**Credit Points** 10

**Legacy Code** 301303

**Coordinator** Sasha Alexander ([https://directory.westernsydney.edu.au/search/name/Sasha Alexander/](https://directory.westernsydney.edu.au/search/name/Sasha%20Alexander/))

**Description** Innovation requires an agile mindset (being flexible and responsive), a broad view of social, economic, and environmental factors, and awareness of interdisciplinary approaches to succeed in a competitive marketplace. Students explore strategic directions for enterprises in creative ways through practical engagement and application of business model innovation methods and tools in a fully online learning environment comprising digital content and live webinars. Creative sustainable business model specialists are sought after in the marketplace, and this subject provides insights in developing these specialist skills, thus highlighting students' potential as future business leaders.

**School** Eng, Design & Built Env

**Student Contribution Band** HECS Band 2 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 4 subject