

# HUMN 1074 THE ENTREPRENEURIAL SELF

**Credit Points** 10

**Coordinator** Robert Salama (<https://directory.westernsydney.edu.au/search/name/Robert Salama/>)

**Description** The Entrepreneurial Self is a Level 1 subject that is designed to develop your entrepreneurial identity by focusing on the entrepreneur (the student) rather than the process. As a student in this subject, you will mainly focus on developing your entrepreneurial mindset through theories of the self and identity including self-image, self-determination, the creative-self, and reflexivity. You will learn about entrepreneurial and creative self-efficacy, positive feelings, and identity centrality as drivers for entrepreneurial behaviour and success. You will also learn about new modalities such as using Generative Artificial Intelligence for entrepreneurial intentions. The skills and knowledge developed in this subject are transferable to your base-degree, career trajectory, and all aspects of life.

**School** Social Sciences

**Discipline** Studies in Human Society, 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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Incompatible Subjects** HUMN 3114 Changemakers and Entrepreneurship

## Learning Outcomes

1. Demonstrate broad knowledge of the entrepreneurial process and the different types of entrepreneurs.
2. Analyse and discuss skills and traits for an entrepreneurial mindset.
3. Demonstrate the ability to use new modalities such as generative artificial intelligence for entrepreneurship.
4. Reflect and evaluate their own traits including areas for development for their entrepreneurial self and mindset.

## Subject Content

- Entrepreneurship and leadership
- Entrepreneurial-discovery, intentions, self-efficacy, creative self-efficacy
- The Self, Identity theory, role and social identity theories.
- Self-image, self-determination, and self-concept.
- Goal-setting, the Eisenhower Matrix, four levels of time management
- Effective communication and story telling
- Generative Artificial Intelligence for an entrepreneurial mindset.

## 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
Interview	750 words	30	N	Individual	N
Portfolio	1,250 words	40	N	Individual	N
Reflection	1,000 words	30	N	Individual	N

Teaching Periods

## Spring (2025)

### Parramatta - Victoria Rd

**Hybrid**

**Subject Contact** Robert Salama (<https://directory.westernsydney.edu.au/search/name/Robert Salama/>)

[View timetable](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=HUMN1074_25-SPR_PS_3#subjects) ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=HUMN1074\\_25-SPR\\_PS\\_3#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=HUMN1074_25-SPR_PS_3#subjects))