

BACHELOR OF ENTREPRENEURSHIP (GAMES DESIGN AND SIMULATION) (3746)

The Bachelor of Entrepreneurship (Games Design and Simulation) is an innovative approach to training the next generation of high impact entrepreneurs by providing the knowledge and developing the practical skills that make them successful. Whilst the specialist focus of the degree is game and simulation development, the program connects it with the art of entrepreneurship and guides students through all phases of their entrepreneurship journey: from forming a team to obtaining funding. Students will gain game development skills while also learning how to start a gaming company. The key emphasis of this program is on developing the mindset, risk tolerance, creativity, team formation and leadership capabilities – key characteristics of high impact entrepreneurs. Practical experience is incorporated into every semester of study, enabling students to continue working on their start-ups throughout the degree.

The degree will develop the mindset, risk tolerance, creativity, passion, big thinking, team formation and leadership capabilities – the key distinct characteristics of high-impact entrepreneurs.

In an entrepreneurial ecosystem, you will learn the knowledge and techniques for opportunity discovery, impact analysis, customer analysis, strategic team-building and leadership, the psychology and ethics of the start-up, funding modelling and financial analysis, growth and exit strategies

Entry via: International students apply direct to Western Sydney University. www.westernsydney.edu.au/international/apply

GAMES DESIGN AT WESTERN

The Games Design and Simulation specialisation will convert your passion for playing games into deep knowledge of the science and art of problem solving through development and application of games and simulations.

This area of study includes gamification, games design, game-based learning, and psychology of gaming, serious games, games entrepreneurship, as well as broader modelling and simulation. It features two majors that are not available in any other Western University degree - Game Programming and Game Design.

Upon completion you will have developed an entrepreneurial mindset and will know how to apply this mindset to address a diverse range of problems through game and simulation-based solutions.

The program incorporates practical experience in every semester of study, placing students in entrepreneurial environments (incubators, technology parks, innovation centres) and enabling them through all the stages from creative ideation through the sustainable development of the idea into a lean start-up.

For program advice, please email CDMS@westernsydney.edu.au

PROGRAM STRUCTURE

YEAR 1

SESSION 1 AUTUMN

SUBJECT CODE	SUBJECT TITLE
BUSM 1012	Foundations of Entrepreneurship
COMP 2011	Games Technology
COMP 1001	3D Modelling Fundamentals
Major Subject 1	

SESSION 2 SPRING

MKTG 2002	Incubator 1: Innovation and Creativity for Entrepreneurship
BUSM 2024	Incubator 2: Start-up Essentials
COMP 1005	Programming Fundamentals
COMP 2018	Simulation Fundamentals

YEAR 2

SESSION 3 AUTUMN

MKTG 2003	Incubator 3: Product Development
ACCT 3009	Incubator 4: Commercial and Financial Setting of Entrepreneurship
Major subject 2	
Minor subject 1 or Elective subject 1	

SESSION 4 SPRING

BUSM 3025	Incubator 5: Operational Aspects of Entrepreneurship
Major subject 3	
Major subject 4	
Minor subject 2 or elective 2	

YEAR 3

SESSION 5 AUTUMN

MKTG 3005	Incubator 6: Funding and Start-up
Major subject 5	
Major subject 6	
Minor subject 3 or elective 3	

SESSION 6 SPRING

MKTG 3006	Incubator 7: Growth and Exit Strategies
Major subject 7	
Major subject 8	
Minor subject 4 or elective 4	

MAJORS

T060	Game Design, Testamur Major
T061	Game Programming, Testamur Major

MINORS

0090	Advanced Game Design, Minor
0091	Advanced Game Programming, Minor

PROGRAM	CRICOS CODE	WS CODE	INTAKE	LOCATION	DURATION
B Entrepreneurship (Games Design and Simulation)	096607G	3746	March/July	Parramatta	3F
	096607G	3746	March/July	Penrith	3F

Key: B = Bachelor of; F = Full-time.

For more information, please call the Course Information Centre on **1300 897 669** or email study@westernsydney.edu.au