

# BUSINESS AND MANAGEMENT (BUSM)

## **BUSM 0001 Academic Skills for Business (WSTC Prep) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0001/>) **Legacy Code:** 700248

This unit introduces students to the essential academic skills required for success in tertiary studies. It employs an explicit pedagogical approach to teach students how to become independent, active, and reflective learners. The unit also includes essential research and writing skills specific to the study of Business.

**Level:** Undergraduate Level 0 Preparatory subject

**Equivalent Subjects:** BUSM 0003 - Academic Skills for Business and Commerce (UWSCFS)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0002 Academic Skills for Business (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0002/>) **Legacy Code:** 900098

This unit introduces students to the essential academic skills required for success in tertiary studies. It employs an explicit pedagogical approach to teach students how to become independent, active, and reflective learners. The unit also includes essential research and writing skills specific to the study of Business.

**Level:** Undergraduate Level 0 Preparatory subject

**Equivalent Subjects:** BUSM 0001 - Academic Skills for Business BUSM 0003 - Academic Skills for Business and Commerce

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0004 Business Ethics (WSTC Prep) (5 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0004/>) **Legacy Code:** 700215

Business Ethics seeks to give students an understanding of the concept of ethics in general, the role ethical thinking and behaviour plays in the contemporary business environment and the importance of critical and analytical thinking. Through an examination of the historical development of ethics and the most recognised ethical approaches, students will develop skills in responding to ethical questions and the use of applied ethics. Students will also be given the opportunity to develop skills in relation to selecting and evaluating sources and materials when preparing tasks and critical and analytical thinking.

**Level:** Undergraduate Level 0 Preparatory subject

**Equivalent Subjects:** BUSM 0005 - Business Ethics (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0005 Business Ethics (WSTC) (5 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0005/>) **Legacy Code:** 900078

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0006 Business Exchange Unit 1 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0006/>) **Legacy Code:** 900621

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0007 Business Exchange Unit 2 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0007/>) **Legacy Code:** 900622

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0008 Business Exchange Unit 3 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0008/>) **Legacy Code:** 900623

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0009 Business Exchange Unit 4 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0009/>) **Legacy Code:** 900624

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0010 Business Exchange Unit 5 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0010/>) **Legacy Code:** 900625

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0011 Business Studies (WSTC Prep) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0011/>) **Legacy Code:** 700206

This unit aims to develop an understanding of some of the key concepts, relationships and principles underpinning the operations of business in modern societies. At the same time, it is designed to develop a degree of competence in a suite of skills to prepare students for undergraduate study in business and to enable them to act responsibly and effectively in the local and global business environment.

**Level:** Undergraduate Level 0 Preparatory subject

**Equivalent Subjects:** BUSM 0012 - Business Studies (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

## **BUSM 0012 Business Studies (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0012/>) **Legacy Code:** 900023

This unit aims to develop an understanding of some of the key concepts, relationships and principles underpinning the operations of business in modern societies. It is also designed to develop a degree of competence in a suite of skills to prepare students for undergraduate study in business and to enable them to act responsibly and effectively in the local and global business environment.

**Level:** Undergraduate Level 0 Preparatory subject

**Equivalent Subjects:** BUSM 0011 - Business Studies (WSTC Prep)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0013 Corporate Social Responsibility, Sustainability and Ethics (WSTC Prep) (5 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0013/>) **Legacy Code:** 700261

This unit focuses on the topics of business ethics, corporate social responsibility and sustainability. Students will be introduced to the conceptual understandings required to identify the ethical dimension of business activities with reference to different functions of business and stakeholders. They will also develop an understanding of how and why social issues are now a key part of managing the business enterprise. Students will be given the opportunity to develop skills in selecting and evaluating sources and materials when preparing tasks, with an emphasis on reflective practice.

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0016 Foundations of Business (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0016/>) **Legacy Code:** 900052

Foundations of Business aims to familiarise students with some of the concepts and relationships of consumers and businesses in the Australian context. The subject builds upon understandings and skills developed with a focus on the activities of business and their role in a modern society like Australia. At the end of this course students should have a better knowledge and understanding of: The role of consumers and producers in the economy; the important role played by money in a modern economy; some important factors in commercial transactions; the main functions of business as producers of goods and services; the role and importance of business records for both business and customers; how businesses are affected by other sectors of the economy including governments, competitors and suppliers; some of the functions of government in a democratic market based society; the role of advertising; the Australian political framework.

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0021 PQP Extension (0 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0021/>) **Legacy Code:** 200985

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0023 Skills for Business (WSTC) (5 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0023/>) **Legacy Code:** 900111

This unit introduces students to the essential academic skills required for success in tertiary studies. It employs an explicit pedagogical approach to teach students how to become independent, active, and reflective learners. The unit also introduces essential research and writing skills specific to the Business discipline.

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0027 Management Fundamentals (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0027/>) **Legacy Code:** 201032

This subject introduces students to the fundamentals of management which will prepare students for postgraduate business studies.

Students will learn to identify operational systems and structures that underpin organisational design, decision-making and change within a variety of contexts. Students who successfully pass this subject, will have achieved some of the required assessments needed to satisfy English entry requirements (IELTS 6.5) to postgraduate Business study at Western Sydney University. A consideration of contemporary issues such as sustainability, social responsibility, and leadership will enable students to build their skills in organisational analysis, corporate problem-solving and human resource management.

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0028 Communications for Business (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0028/>) **Legacy Code:** 201033

This subject develops verbal and written communication skills within a business context. It enables students to hone their language skills in academic writing, reading, listening and speaking to a high level. Students who successfully pass this subject, will have achieved some of the required assessments needed to satisfy English entry requirements (IELTS 6.5) to postgraduate Business study at Western Sydney University. Students will undertake tests in reading, writing and listening as well as assessment tasks which include writing research reports and essays. Students will learn the underlying principles of academic research and writing in preparation for postgraduate study.

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 0029 Decision Making for Business (WSTC Prep) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm0029/>) **Legacy Code:** 700322

The world of business is a complex one, where decisions can have a major impact on a firm's success or failure. So how do you make a good business decision? In this unit students will explore the value of numerical data as a tool to help businesspeople make informed decisions using sound evidence. We start with the basics of quantitative data - statistics - as a way of calculating the probable outcomes of particular decisions. We then explore how another crucial set of numbers for a firm - the financials - can also empower businesspeople to make smart decisions.

**Level:** Undergraduate Level 0 Preparatory subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1001 Business Academic Skills (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1001/>) **Legacy Code:** 200336

This is a foundation unit that addresses academic essay writing skills relevant to business and economic issues. The unit is designed to develop basic student proficiencies such as information collection, analysis and evaluation, and logical reasoning skills. Through the analysis of ethical issues, this unit teaches students to research; reference using the College of Business and Law's Harvard style; analyse data; develop an argument; and write an academic essay.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1034 - Business Skills and Communication  
BUSM 1002 - Business Academic Skills (UWSC) BUSM 1003 - Creative Industries Business Academic Skills

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1005 Developing Effective Performance at Work (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1005/>) **Legacy Code:** 200880

This online unit in the Bachelor of Business Administration enables students to put work experience to practical use in the academic study of business and management. It provides an introduction to work-based learning and helps students to develop the study skills needed in higher education. This unit aims to develop skills to improve performance at work - and as such is quite different from many other units that are designed around a particular subject. In contrast, this unit provides an opportunity to make decisions about what to learn to improve performance in the workplace.

**Level:** Undergraduate Level 1 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1006 Enterprise Innovation and Markets (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1006/>) **Legacy Code:** 200911

Enterprise Innovation and Markets introduces students to key concepts, business models and issues surrounding contemporary business. Students will develop an understanding of the private enterprise system and business ownership, the implications of marketing and economics on market structure together with managing innovation. Building on the foundation knowledge of the key principles of markets, students will be able to transfer this knowledge into their subsequent study of specialist areas. The unit also aims to develop students' communication skills by working in teams to enhance their literacy proficiency and enhance their critical thinking in preparation for the more advanced units of the degree.

**Level:** Undergraduate Level 1 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1007 Enterprise Innovation and Markets (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1007/>) **Legacy Code:** 700251

This unit introduces students to key concepts, business models and issues surrounding contemporary business. Students will develop an understanding of the private enterprise system, competing on a global platform, business ethics and social responsibility, business ownership, market structure and innovation. Building on the foundation knowledge of the key principles of markets and public policy students will be able to transfer this knowledge into their subsequent study of specialist areas. The unit also aims to develop students' communication skills to enhance their literacy proficiency in preparation for the more advanced units of the degree.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1006 - Enterprise Innovation and Markets

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1008 Enterprise Leadership (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1008/>) **Legacy Code:** 200912

Enterprise Leadership begins the development of the understanding of the role and function of business management and enterprise leadership concepts. Enterprise leaders need to balance a range of stakeholder perspectives in dynamic internal and external environments at local and global levels. Students are introduced to people, managerial and organisational processes designed to achieve enterprise leadership. Problem solving scenarios and experiential learning provide students with a foundation to develop personal and professional skills required to effectively manage their careers.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1038 - Management Dynamics BUSM 1009 - Enterprise Leadership (WSTC)

**Incompatible Subjects:** BUSM 1014 - Introduction to Business Studies

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1009 Enterprise Leadership (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1009/>) **Legacy Code:** 700252

Enterprise Leadership begins the development of the understanding of the role and function of business management and enterprise leadership concepts. Enterprise leaders need to balance a range of stakeholder perspectives in dynamic internal and external environments at local and global levels. Students are introduced to people, managerial and organisational processes designed to achieve enterprise leadership. Problem solving scenarios and experiential learning allow students to develop personal and professional skills required to effectively manage their careers.

**Level:** Undergraduate Level 1 subject

**Pre-requisite(s):** Students enrolled in 7098 Diploma in Business or 7102 Diploma in Business Extended must have successfully completed BUSM 0001 Academic Skills for Business (WSTC Prep) before enrolling in this unit

Students enrolled in 7065 Diploma in Construction Management Extended must have successfully completed BLDG 0001 Academic Skills for Construction Management (WSTC Prep) before enrolling in this unit

**Equivalent Subjects:** BUSM 1038 - Management Dynamics BUSM 1008 - Enterprise Leadership BUSM 1018 - Management Dynamics (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1010 Financing Enterprises (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1010/>) **Legacy Code:** 200910

Financing an enterprise plays an important role in ensuring its survival. Financing Enterprises focuses on the different types of enterprises available to start a business, financial statements issued by enterprises, key sources of finance available to small and large businesses, and how the surrounding financial and macroeconomic environments affect an enterprises performance. Participants in the unit will learn how to identify, analyse and interpret financial information using industry related database. The unit utilises problem solving and case studies so participants can understand the real world significance of finance. Successful completion of the unit equips participants with key concepts involved in financing enterprises.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1011 - Financing Enterprises (WSTC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1011 Financing Enterprises (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1011/>) **Legacy Code:** 700253

Financing an enterprise plays an important role in ensuring its survival. Financing Enterprises focuses on the different types of enterprises available to start a business, financial statements issued by enterprises, key sources of finance available to small and large businesses, and how the surrounding financial and macroeconomic environments affect an enterprise's performance. Participants in the unit will learn how to identify, analyse and interpret financial information using industry related database. The unit utilises problem solving and case studies so participants can understand the real world significance of finance. Successful completion of the unit equips participants with key concepts involved in financing enterprises.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1010 - Financing Enterprises

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1012 Foundations of Entrepreneurship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1012/>) **Legacy Code:** 200979

This unit introduces students to the necessary foundations for starting a business and entrepreneurship. Students will be introduced to the Australian business environment and key principles for setting up an entrepreneurial and competitive Business within that environment. Students will be exposed to theories and frameworks on entrepreneurship, entrepreneurial processes, and new and emerging entrepreneurship issues. Students will apply knowledge gained through completing a Business Model Canvass (BMC) case study of a real start-up company or completing a BMC of their own entrepreneurial venture (for students already undertaking an entrepreneurial project).

**Level:** Undergraduate Level 1 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1013 Global Supply Chain Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1013/>) **Legacy Code:** 200677

This contemporary unit focuses on the importance of supply chain management in the success and profitability of organisations. Supply chain management is defined theoretically and practically, with critical issues in designing a global supply chain network discussed. Several case studies enabling students to understand issues within supply chain management are discussed throughout, covering areas such as collaboration, transport, warehousing and the various relationships within the supply chain.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** LGYA 4795 - Global Warehousing and Transport Management LGYA 4836 - Global Logistics and Supply Chain Management LGYA 4740 - Warehousing and Transport Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1014 Introduction to Business Studies (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1014/>) **Legacy Code:** 200879

This online unit is the first in the degree in business administration and is the introductory unit in business studies. It explores the question 'What is a business?' and investigates the business functions of human resource management, accounting and finance, and marketing. Different internal and external elements of a business are introduced, and the context in which a business operates is explained. Students will explore the common aims and characteristics of business - investigating what makes them different. Business structures, cultures and functions are identified and the political, social, economic, technological and ethical considerations affecting business are introduced.

**Level:** Undergraduate Level 1 subject

**Incompatible Subjects:** BUSM 1038 Management Dynamics

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1015 Introduction to International Business (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1015/>) **Legacy Code:** 200591

This unit introduces students to the nature of international business operations in the world economy. The first part focuses on the basic concepts and theories of international trade, investment, and foreign exchange which form the foundation of a firm's international business activities. The second part is devoted to the economic, cultural, political and ethical environments and their effects on a firm's international business operations. The third and last part provides an overview of how the functional areas of business i.e. Marketing, production, human resource and finance are conducted in and affected by the multifaceted environment of an internationally oriented firm.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** LGYA 9780 - International Business and Asian Environment

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 1019 Management Foundations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1019/>) **Legacy Code:** MG102A

'Management Foundations' provides an opportunity for students to understand the linkage between organisational processes and managerial practices. The aim of the unit is to identify the dynamic nature of managerial practice in changing social, economic, technological and global environments. The unit investigates management theory, roles, and managerial skills and addresses the ongoing needs of decision making, quality management and worksite safety management. This unit is offered specifically to the School of Computing, Engineering and Mathematics and the School of Social Sciences and Psychology.

**Level:** Undergraduate Level 1 subject

**Incompatible Subjects:** BUSM 1038 - Management Dynamics

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1021 Management Practice (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1021/>) **Legacy Code:** 200890

This online unit introduces management ideas and uses activities to build on the students' existing knowledge and skills through the application of management theory. The unit will develop an understanding of management practice in the wider context of organisations. Students will critically evaluate their workplace context in relation to management practice and review their knowledge and skills. The unit is suitable for anyone who has undertaken workplace learning in the last three years and wants to develop an academic understanding of management disciplines such as operations, marketing, strategy, and their own management practice.

**Level:** Undergraduate Level 1 subject

**Incompatible Subjects:** BUSM 1038 Management of Dynamics

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1023 Managing People at Work (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1023/>) **Legacy Code:** 200300

'Managing People at Work' provides an introductory framework for the study of employment relations. The unit is approached from a stakeholder perspective, emphasising the way that management, labour and the State, along with other key stakeholders, act, both separately and together, to structure the employment relationship. In doing so, the unit integrates industrial relations and human resource management theory and practice, illustrating the links between the two disciplines. The content of the unit is structured so as to provide an initial introduction to the disciplines of industrial relations, human resource management, and employment relations, and to the key stakeholders in the employment relationship. Building on this framework, a theoretical and empirical analysis of employment relations processes is provided, with particular emphasis given to recent changes in the role and perspectives of stakeholders.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** LGYA 4397 - Management of Employment Relations LGYA 9845 - Introductory Employment Relations BUSM 1024 - Managing People at Work (UWSC) LGYB 0478 - Managing People at Work (Creative Industries)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1024 Managing People at Work (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1024/>) **Legacy Code:** 700030

Managing People at Work provides an introductory framework for the study of employment relations. The unit is approached from a stakeholder perspective, emphasizing the way that management, labour and the state, along with other key stakeholders, act, both separately and together, to structure the employment relationship. In doing so, the unit integrates industrial relations and human resource management theory and practice, illustrating the links between the two disciplines. The content of the unit is structured so as to provide an initial introduction to the disciplines of industrial relations, human resource management and employment relations and to the key stakeholders in the employment relationship. Building on this framework, a theoretical and empirical analysis of employment relations processes is provided, with particular emphasis given to recent changes in the role and perspectives of stakeholders.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** LGYA 4397 - Management of Employment Relations LGYA 9845 - Introductory Employment Relations BUSM 1023 - Managing People at Work

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1026 Organisational Behaviour (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1026/>) **Legacy Code:** 200585

Organisational Behaviour examines individual, group and organisational behaviours and the influence these have on each other. This unit is based on developing skills that can help you navigate through these processes and behaviours. The focus is on participation, to guide students to both reflect on and develop their own skills to become better managers, as well as employees.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 2034 - Organisational Behaviour BUSM 1027 - Organisational Behaviour (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1027 Organisational Behaviour (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1027/>) **Legacy Code:** 700031

Organisational Behaviour examines individual, group and organisational behaviours and the influence these have on each other. This unit is based on developing skills that can help students navigate through these processes and behaviours. The focus is on participation, to guide students to both reflect on and develop their own skills to become better managers, as well as employees.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1026 Organisational Behaviour

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1028 Professional Communication Skills for Business (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1028/>) **Legacy Code:** 200878

This online unit is for Bachelor of Business Administration students to develop specialised reading and writing skills for business study purposes. Students will study a range of business related material that have been especially designed to develop knowledge and reading and writing skills. Topics include areas of human resource management; finance and accounting; marketing and a number of business analysis methods. Some of the study materials are authentic texts from the business world, others have been adapted or designed for the unit. Different styles of writing from business studies and business are introduced. Through examining successful examples of student writing and work-related documents, and reflecting on what makes these texts successful, students will learn to analyse case studies and produce effective academic business documents.

**Level:** Undergraduate Level 1 subject

**Incompatible Subjects:** BUSM 1001 Business Academic Skills

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1030 The Business of Hospitality (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1030/>) **Legacy Code:** 200988

The Business of Hospitality employs a case study approach to examine successful hospitality operations and develop an understanding of what is required to plan, design, deliver and manage engaging hospitality experience as the foundation of prosperous hospitality operation. In considering the broader context of the hospitality industry, students will be given the opportunity to explore where they may fit within a hospitality context.

**Level:** Undergraduate Level 1 subject

**Incompatible Subjects:** BUSM 3047 - Managing Service and Experience

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1031 The World of Sport Business (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1031/>) **Legacy Code:** 201000

The World of Sport Business offers students a contemporary view of sport organisations which are uniquely situated within fluid and emergent social, cultural and political environments and necessitate unique/different managerial approaches. Students will explore key issues within the domestic and international sport management field including, but not limited to, sport professionalisation and commodification, globalisation and sport for development. Students will be introduced to sport leadership theories and practice, sport and its management as a context for ethical analysis, and approaches to sport marketing and promotions in the contemporary sport business context.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1032 - The World of Sport Management LGYA 7212 - Sport Management 1

LYA 4804 - Introduction to Sport Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1037 Health Administration and Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1037/>) **Legacy Code:** 401388

The health workplace is a complex and sophisticated environment that can be understood in many different ways and mean different things to different members of an organisation. Assumptions about organisational structure and action are based on conceptualisations and beliefs about the nature and goals of an organisation. This unit aims to develop an introductory understanding of health administration and management practice and business skills required in an evolving health landscape in concordance with the international competency framework for health administrators and managers.

**Level:** Undergraduate Level 1 subject

**Incompatible Subjects:** BUSM 2020 - Health Services Management  
**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1039 Health Administration and Management (UG Cert) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1039/>) **Legacy Code:** 500057

The health workplace is a complex and sophisticated environment that can be understood in many different ways and mean different things to different members of an organisation. Assumptions about organisational structure and action are based on conceptualisations and beliefs about the nature and goals of an organisation. This unit aims to develop an introductory understanding of health administration and management practice and business skills required in an evolving health landscape in concordance with the international competency framework for health administrators and managers.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1037 Health Administration and Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1040 Enterprise Leadership (Block) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1040/>) **Legacy Code:** 500077

Enterprise Leadership begins the development of the understanding of the role and function of business management and enterprise leadership concepts. Enterprise leaders need to balance a range of stakeholder perspectives in dynamic internal and external environments at local and global levels. Students are introduced to people, managerial and organisational processes designed to achieve enterprise leadership. Problem solving scenarios and experiential learning provide students with a foundation to develop personal and professional skills required to effectively manage their careers.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1038 - Management Dynamics BUSM 1008 - Enterprise Leadership BUSM 1009 - Enterprise Leadership (WSTC)

**Incompatible Subjects:** BUSM 1014 - Introduction to Business Studies  
**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1041 Organisational Behaviour (Block) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1041/>) **Legacy Code:** 500078

Organisational Behaviour examines individual, group and organisational behaviours and the influence these have on each other. This unit is designed to develop skills that can help you navigate through these processes and behaviours. The focus is on participation, to guide students to both reflect on and develop their own skills to become better managers, as well as employees.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1026 - Organisational Behaviour  
BUSM 1027 - Organisational Behaviour (WSTC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1042 Introduction to Business Analytics (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1042/>) **Legacy Code:** 201090

The unit will introduce, explore and analyse key concepts and methodologies related to business analytics, analytics development and tools/techniques in broader business and organisational contexts. The ability to identify, collect, extract, analyse and visualise data is vital to organisations for developing strategies and making strategic/operational decisions. Business analytics uses a variety of tools and techniques using several systems/platforms to process and transform data into useful information and knowledge that can be used for evidence-based decision making at strategic, tactical and operational levels.

**Level:** Undergraduate Level 1 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1043 Managing People at Work (Block) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1043/>) **Legacy Code:** 500080

'Managing People at Work' provides an introductory framework for the study of employment relations. The unit is approached from a stakeholder perspective, emphasising the way that management, labour and the State, along with other key stakeholders, act, both separately and together, to structure the employment relationship. In doing so, the unit integrates industrial relations and human resource management theory and practice, illustrating the links between the two disciplines. The content of the unit is structured so as to provide an initial introduction to the disciplines of industrial relations, human resource management, and employment relations, and to the key stakeholders in the employment relationship. Building on this framework, a theoretical and empirical analysis of employment relations processes is provided, with particular emphasis given to recent changes in the role and perspectives of stakeholders.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1024 - Managing People at Work (UWSC)  
LGYB 0478 - Managing People at Work (Creative Industries)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 1044 Leadership in Complexity (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm1044/>) **Legacy Code:** 800239

This subject is designed for high-achieving students enrolled in the Bachelor of Creative Leadership or Advanced Degrees. The subject focuses on theories and traits of different leadership styles in cross-disciplinary environments and their application in various contexts. Leadership is examined through multidisciplinary lenses thereby broadening students' perspectives of leadership and encouraging interdisciplinary thinking and action as emergent creative leaders. Students are challenged to lead in complexity and prepare for unknown futures and skill sets necessary to drive change through innovation.

**Level:** Undergraduate Level 1 subject

**Equivalent Subjects:** BUSM 1016 - Leadership in a Complex World  
**Incompatible Subjects:** Students cannot take BUSM 1044 if they have already taken BUSM 1036

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2001 Business Organisations and Their Environments A (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2001/>) **Legacy Code:** 200882

This online unit introduces students to an examination of the environments in which business organisations operate. The unit adopts a practice-based learning approach, which means that students focus on how the ideas and issues discussed impact on organisations with which they are familiar. Students will begin by assessing their current knowledge and understanding of business organisations and then go on to explore how organisations we see today have been shaped. Drawing on individual experience of organisations as well as working collaboratively, students will develop a critical theoretical and practical understanding of the nature of business organisations and the internal and external factors that shape them.

**Level:** Undergraduate Level 2 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2002 Business Organisations and Their Environments B (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2002/>) **Legacy Code:** 200884

This online unit extends the examination of the environments in which business organisations operate which was introduced in Business organisations and their environment A. The unit focuses initially on three sets of debates that are current in the world of business - globalisation, corporate social responsibility and regulation. Students are then asked to consider what organisations might look like in the future. Are newer organisational forms, such as open-source networks and social enterprises, just a transient phase or the start of a revolution in the operation of business? What are the implications of this for the world of work? Each topic will be approached through case study material and theoretical debates and students will work collaboratively and individually to build skills and critical understanding.

**Level:** Undergraduate Level 2 subject

**Pre-requisite(s):** BUSM 2001

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2004 Business, Society and Policy (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2004/>) **Legacy Code:** 200158

Business organisations influence and evolve through ongoing social, political and technological change. Taking the perspective that businesses both affect and are affected by government and society, the unit examines the complexities of interactions between three sectors: business, society and government. The unit emphasises the social responsibility of business. The different ideologies used to legitimise the actions of business, the responses from society and the role of government (local, transnational and global) in regulating interactions, are critically evaluated.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2003 - Business Society and Policy (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2005 Cost Benefit Analysis (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2005/>) **Legacy Code:** 200924

Students will learn and apply Cost Benefit Analysis, the most commonly used economic tool in business, consultancy and government organisations. The unit is a core unit in the Economics major but is open to all students who have a basic understanding of economics and a desire to improve their analytical skills and employability. At the completion of the unit, students will be able to explain the economic foundations of cost-benefit analysis and they will have experience with analysing, critically evaluating and developing a cost-benefit analysis for a specific proposal. Students will also consider risk analysis and cost-effectiveness analysis.

**Level:** Undergraduate Level 2 subject

**Pre-requisite(s):** BUSM 1006 OR  
ECON 1011 OR  
MKTG 1005

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2014 Enterprise Industrial Relations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2014/>) **Legacy Code:** 200614

Enterprise Industrial Relations builds participants' analytical and research abilities, developing capacity to identify, diagnose and engage with industrial relations challenges from different stakeholder perspectives. Participants work with real-world industrial relations, looking at individual employees' workplace and labour market experiences; the goals and activities of managers; and the role and practices of tribunals, enforcement agencies, employer associations and trade unions. This is done through activities that require working collaboratively on problems using online research to investigate contemporary practice, such as the drivers behind enterprise agreements and the implications of institutional arrangements and trade unions for productivity, equity and human resource utilisation. It is a core unit for the human resource management undergraduate program.

**Level:** Undergraduate Level 2 subject

**Pre-requisite(s):** BUSM 1023

**Equivalent Subjects:** BUSM 2015 - Enterprise Industrial Relations

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2016 Entrepreneurial Management and Innovation (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2016/>) **Legacy Code:** 200154

This unit examines the theory, practice and nature of entrepreneurship, as a virtual but often neglected and misunderstood mode of management. A basic premise underlying this unit is that all business entities require enterprising management to enhance their survival ability. This proposition is relevant to new and older, small and large organisations. Additionally, contemporary management practice requires the modern manager to be creative in a learning context and the ways in which these creative environments are reached through entrepreneurship are explored.

**Level:** Undergraduate Level 2 subject

**Co-requisite(s):** BUSM 1038

**Equivalent Subjects:** LGYB 0476 - Entrepreneurial Management and Innovation (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2018 Food and Beverage Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2018/>) **Legacy Code:** 200992

A key component of the hospitality industry is the provision of food and beverages. Food and Beverage Management prepares the student to run his or her own business, or to take on management level positions in this field. It focuses on the managerial knowledge and skills required to supervise all components of a foodservice system: marketing, menu planning, production, service, financial controls and quality assurance. Those who wish to work in management positions within the foodservice industry, including in hospitals, restaurants, hotels, and other establishments will benefit from this unit.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2033 - Managing the Food and Beverage Experience

LGYA 4392 - Food Service Systems

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2020 Health Services Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2020/>) **Legacy Code:** 400277

The health workplace is a complex and sophisticated environment that can be understood in many different ways and mean different things to different members of an organisation. Assumptions about organisational structure and action are based on conceptualisations and beliefs about the nature and goals of an organisation. This unit aims to develop an introductory understanding of health administration and management practice and business skills required in an evolving health landscape in concordance with the international competency framework for health administrators and managers.

**Level:** Undergraduate Level 2 subject

**Co-requisite(s):** Students enrolled in 3711 Bachelor of Information and Communications Technology (Health Information Management) must have completed or be enrolled in INFS 3010 Healthcare Data Environments

**Equivalent Subjects:** BUSM 2021 - Health Services Management (WSTC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 2021 Health Services Management (WSTC) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2021/>) **Legacy Code:** 700068

The health workplace is a complex and sophisticated environment that can be understood in many different ways and mean different things to different members of an organisation. Assumptions about organisational structure and action are based on conceptualisations and beliefs about the nature and goals of an organisation. This unit aims to develop an understanding of organisational theory and its application to management practice and organisational analysis in the health arena.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2020 - Health Services Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2022 Human Resource Development (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2022/>) **Legacy Code:** 200859

'Human Resource Development' (HRD) looks at how the development of people and their skills is essential to the 21st century workplace. By examining the key processes of employee learning, development and career management, participants will understand HRD's impacts on workers' employability and careers, organisational effectiveness and economic sustainability. The unit introduces concepts of workplace learning and engages participants in case study discussion and research into current HRD trends in Australian and international workplaces. The goal of Human Resource Development is to support participants to ask questions about current practice and to encourage critical understanding of the field.

**Level:** Undergraduate Level 2 subject

**Pre-requisite(s):** BUSM 1023

**Equivalent Subjects:** BUSM 2013 - Employee Training and Development  
BUSM 2012 - Employee Training and Development

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2024 Incubator 2: Start-up Essentials (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2024/>) **Legacy Code:** 301206

There are unavoidable legal situations and ethical dilemmas in all professions. As an entrepreneur, facing these legal and ethical circumstances is much more formidable. This unit aims to prepare students to understand the legal and ethical landscape that applies to start-up (or any) organisation. As such, unit aims to cover the topics such as: creating a business plan, negotiating employment contracts, etc. The unit will be delivered through a number of modules. As an integral part of the unit, students are expected to engage and work in "start-up co-working space" on a regular basis. At the successful completion of this unit, students would have developed a thorough understanding of the local and international legal and ethical landscape within which modern start-up organisations operate. NOTE: This unit is offered at the Werrington Campus "Launch Pad".

**Level:** Undergraduate Level 2 subject

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

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2027 Leadership, Influence and Change A (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2027/>) **Legacy Code:** 200883

This online unit focuses on leadership and change practice, and has considerable potential to support employability. It is the first of two units on leadership, influence and change and lays the foundation for the evidence-based inquiry to be carried out in 200885 Leadership, influence and change B. Its strong work-based and reflective enquiry component will help students explore how to initiate and carry through improvements and projects to current work. Students will also develop skills to enable them to manage their learning in new work contexts. In this unit, the concept of 'work' is not limited to paid employment. However, for successful completion of this unit it will be very important to be involved in some ongoing project where students can influence others and initiate change.

**Level:** Undergraduate Level 2 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2028 Management of E-Business Processes (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2028/>) **Legacy Code:** 200255

The Internet and WWW have recast the role of e-business systems in organizations and the management of these systems. Many organizations use web-based technologies to bring about fundamental changes in the way they interact with their suppliers and customers. It is becoming increasingly important to digitally enable the core business processes of their organization. A vital factor for successful e-business organizations is their ability to manage their core business processes and information resources. This unit covers e-business planning, strategies for managing information, knowledge and business networks in e-business, and strategic management for e-business systems including their connection to enterprise resource planning (ERP) systems, supply chain management systems (SCM) as well as customer relationship management systems (CRM).

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** LGYA 4367 - Information Systems and Business Processes

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2029 Management of Projects (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2029/>) **Legacy Code:** 200528

Management of Projects introduces students to the role of projects in organizations and the associated issues in managing projects, including the management of project teams and project lifecycles. While project management is well understood in areas such as construction and information systems, this unit also covers its use in other business applications, such as product development, advertising and promotional campaigns, organizational change and the implementation of corporate strategy. The use of cases, simulations and other exercises allows students to gain a realistic appreciation of the issues involved in managing projects. A range of project management tools and techniques are demonstrated through these case studies.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** LGYA 9898 - Facilities Location and Project Management  
LGYA 9931 - Business Modelling

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2030 Managing and Developing Careers (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2030/>) **Legacy Code:** 200376

Managing and Developing Careers focuses on employability and career progression. The unit is one of four units in the Management professional core in the Bachelor of Business but is open to all students with an interest in reflecting on career progression in leadership and management-related careers. The unit will utilise portfolio development, case studies, occupational and industry research to assist participants identify and reflect on strategies to facilitate achievement and employability. Successful completion of the unit will result in students creating an ongoing portfolio directed to future employability.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2041 - Working in Professions BUSM 2040 - The Service Enterprise

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2031 Managing in the Global Environment (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2031/>) **Legacy Code:** 200864

This unit introduces students to the complexities of managing in the changing economic, political, legal, technological and socio cultural factors that influence management practice. By addressing issues of cultural awareness, this unit provides an organisational behaviour approach to managing in a dynamic global environment. Management practice and theoretical knowledge are linked in this unit through experiential based learning and assessment activities such as critical analysis of contemporary media, research and case studies.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2009 Cross Cultural Management BUSM 2010 Cross Cultural Management LGYC 0038 Cross Cultural Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2037 Sport Entertainment (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2037/>) **Legacy Code:** 200996

Sport is now at the heart of many cultures with sport consumption, in a variety of forms, playing a significant role in the lives of many people. This unit explores and explains the sporting experience, providing an understanding of those who consume sport and the relationship between sport, its consumers, and the media. The unit equips students with the tools required to work with the media, producing resources, and to engage with and through social media platforms.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2038 - Strategic Communication in Sport LGYA 7216 - Sport Management 2 LGYA 4796 - Communication in Sport

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2039 The Accommodation Industry (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2039/>) **Legacy Code:** 200993

The Accommodation Industry is concerned with developing skills for managing people, operations and business in hotels and hospitality companies. It focuses on the business operations and management issues to be found in successful lodging enterprises. The unit incorporates the application of key aspects of marketing, service management, financial management, revenue management and business development within a hospitality context. It develops effective problem solving and critical thinking skills necessary to meet the service industry's ever-changing needs. Students can expect to find employment in a range of domestic and international accommodation management facilities such as hotels, resort groups, cruise ships and the accommodation sector.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2032 - Managing the Accommodation Experience

LGYA 4391 - Managing the Accommodation Experience

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2040 The Service Enterprise (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2040/>) **Legacy Code:** 200915

Modern economies are increasingly service-based. Knowledge and skills in the field of services are required by people operating across various industries and in a range of roles. Business graduates will either work for firms whose central offering is service or be employed by organisations that use service as an integral supporting element in what they do and what they offer. The unit aims to expose students to relevant theory and practices in order to develop their abilities for potential career opportunities in a service environment.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2030 - Managing and Developing Careers BUSM 2041 - Working in Professions MKTG 3011 - Marketing of Services

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2041 Working in Professions (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2041/>) **Legacy Code:** 200914

Working in Professions focuses on developing career understandings and appreciating the personal attributes required for employability in the 'real world' of accounting, banking, economics, finance and property. This is a professional unit in the Bachelor of Business, but is also open to participants with an interest in examining and developing their knowledge of employability in these career areas. The unit involves examination of the evolving nature of work in a dynamic globalised context; applied labour market and industry structure analysis; and an exploration of employability attributes, capacities and opportunities across a range of career paths. Successful completion of the unit allows participants to gauge employer expectations, and to identify and reflect on career opportunities in their chosen fields.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2030 - Managing and Developing Careers BUSM 2040 - The Service Enterprise

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2043 Project Management in Humanitarian and Development Studies (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2043/>) **Legacy Code:** 102707

The primary aim of this unit is to equip students with the concepts, processes and major techniques employed in project management. By integrating theory and practice this unit provides a strong foundation for students in project management as an essential skill in the field of humanitarian and development studies. The unit uses the project management body of knowledge (PMBOK) which covers the required competencies in project management including planning, monitoring, control, implementation and evaluation.

**Level:** Undergraduate Level 2 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2044 Health Service Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2044/>) **Legacy Code:** 401393

The unit builds on previous Health Services Management curriculum. It is focused on the changing role of the health services manager and competencies required to manage and lead health services efficiently and effectively in both current and emerging areas of healthcare and health management. Various management functions are explored through 140 hours of placement with blended learning activities including: strategic management, values-based healthcare, quality and safety, risk and governance, health services policy and performance management, finance and resource allocation.

**Level:** Undergraduate Level 2 subject

**Co-requisite(s):** BUSM 1037

**Incompatible Subjects:** BUSM 3015 - Health Services Management Practice BUSM 3014 - Health Services Financial Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2045 Sport and Society (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2045/>) **Legacy Code:** 201079

Sport plays a prominent role in the lives of many people across Australia and globally. It provides an opportunity for pleasure and a sense of freedom which may be missing in modern society. However, sport is a contested concept and can be a domain which both reinforces and challenges notions such as gender, ethnicity, and nation. This unit explores sport from a sociological perspective, examining the relationship between sport and society, and encourages students to challenge accepted norms and ideologies.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** SPRT 3004 - Contemporary Issues in Sport Management BUSM 3068 Sport and Society

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2046 Managing in the Global Environment (Block) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2046/>) **Legacy Code:** omp  
This unit introduces students to the complexities of managing in the changing economic, political, legal, technological and sociocultural factors that influence management practice. By addressing issues of cultural awareness, this unit provides an organisational behaviour approach to managing in a dynamic global environment. Management practice and theoretical knowledge are linked in this unit through experiential based learning and assessment activities such as critical analysis of contemporary media, research and case studies.

**Level:** Undergraduate Level 2 subject

**Equivalent Subjects:** BUSM 2009 - Cross cultural management BUSM 2010 - Cross cultural management (UWSC)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 2047 Venture Makers Foundations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm2047/>)

The world we inhabit is ever changing - and so is the way that we will work in the future. Technology continues to evolve and impact the way consumers, business and government interact. Graduates today encounter an increasingly complex working environment and need to be equipped with the mindset, skills-set and tools to navigate uncertainty and complexity, whilst having the capacity to identify and act on emerging opportunities presented by changing environments. The Venture Makers Foundations subject is a highly innovative, unique transdisciplinary entrepreneurship training and development experience. This subject provides students with an entrepreneurial perspective and the skills that are needed to thrive and navigate disruption. The subject is delivered in partnership with innovative Industry partners and is authentic, immersive, and relevant, enabling students to develop real professional industry networks locally, nationally, and internationally. Students will develop core entrepreneurial skills and enhance their work readiness as they create and design solutions for solving complex, real-world challenges with potentially significant global impact. The subject is available to all bachelor degree students as an elective.

**Level:** Undergraduate Level 2 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3001 Advanced Business Seminars (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3001/>) **Legacy Code:** 200572

A seminar series involving speakers from outside the university will present on current theoretical or practical issues affecting business and commerce. Students interested in this unit should contact the Unit Coordinator to see whether they qualify.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** Students must have successfully completed at least 90 credit points in business related units

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3002 Business Leadership (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3002/>) **Legacy Code:** 200573

Business Leadership explores the multiple opinions and complex perspectives regarding leadership in the global business context. Exploring the nature of leadership across different cultures and situations, students develop an insight into the highly sophisticated meanings of leadership emerging from the broad literature, history and accounts on the topic. Future leaders emerge from this unit recognising the importance and relevance of their personal leadership goals in the early stages of a business or commerce career.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** Students must have successfully completed at least 90 credit points of business related units

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3004 Contemporary Management Issues (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3004/>) **Legacy Code:** 200568

This is an engaged unit that requires students to undertake real-world projects to support selected industry or community partners. The unit blends in-class and online activities as well as individual and group work, with self-directed problem-based learning. The focus of students' learning is on sustainable business, including the economic, social and environmental dimensions of business. The in-class workshops support students to conduct the required engagement activities with industry or community partners. As a third-year unit, attention is given to students' application of the knowledge and skills already acquired in their degree programs, and on the practice of business management skills.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1038 OR  
BUSM 1008 OR  
BUSM 1019

**Equivalent Subjects:** LGYB 9012 - Contemporary Management Issues

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3005 Creating Change and Innovation (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3005/>) **Legacy Code:** 200862

The future of work requires us to: be innovative; manage change; have interpersonal skills; and be lifelong learners. Towards these aspirations, this subject introduces the concepts of change and innovation as they relate to organisational transformation. It explores change as a human and social process. Furthermore, it offers opportunities to consider relevant bona fide examples of change and innovation to expand ideas on how to inspire and lead organisational transformation. As such, this subject provides the theoretical and practical understandings that you will need as both a student of change and a future manager.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3038 Management of Change LGYB 9013 Management of Change

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3006 Design Thinking for Creativity (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3006/>) **Legacy Code:** 200918

Innovation and creative thinking are important skills in strategy development. Part of this process is the ability to solve problems and discover new opportunities; or in other words, the notion of "design thinking". This unit introduces students to concepts and frameworks to create innovative products, services and systems for a range of enterprises, industries and markets. Students will explore and analyse business and social networks, clusters and ecosystems via practice based projects. Design thinking principles will be applied to systematically develop ideas into innovative solutions as a way to drive business growth.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3007 Destination Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3007/>) **Legacy Code:** 101270

Destination Management provides students with a fundamental understanding of the concepts in destination management. This includes coordination of the destination in terms of the tourism industry's sectors, their relationship with each other and the challenges they face. An appreciation of the importance of a destination's unique cultural, natural and economic attributes is developed from the viewpoint of the visitor and industry representatives. The implications of organising urban spaces for the visitor experience and its influence on sustainability and competitiveness are explored.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3008 Developing Sport Professionals (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3008/>) **Legacy Code:** 200997

The Sport Management Internship unit provides students with an opportunity to engage with the sport industry through a 120 hour [minimum] industry placement. Students are provided with a unique opportunity to observe sport management practitioners in action and learn in a practical "hands-on" setting. Experience in the field of study is an essential ingredient in preparing an individual for employment either during the period of study or after graduation. Students have the opportunity to apply theoretical concepts, knowledge and skills acquired in lectures and workshops in professional sport, recreation and aligned settings.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1031

**Equivalent Subjects:** LGYA 7605 - Professional Practice in Sport Management 3 LGYA 7603 - Professional Practice in Sport Management 2 LGYA 4807 - Professional Practice in Sport Management 1 BUSM 3066 - Sport Management Internship

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 3009 Enterprise Internship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3009/>) **Legacy Code:** 200920

This unit is designed to bring to life the knowledge gained during the students' study whilst applying it practically to diverse business contexts through work integrated learning. The internship will build on the comprehensive, coherent and connected knowledge gained in business specialisations to allow the students to explore and develop attributes required to be successful in contributing to outcomes in a business environment. Assessment of the unit is through a practical application of the learned theory into an assessable business report framework. Entry to this unit is by application. Contact the unit coordinator for details.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3003 - Business Report

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3010 Entrepreneurial Team (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3010/>) **Legacy Code:** 200609

This unit is intended to provide an opportunity for high performing students to participate in a team which will develop a business plan for a company division, a non-profit enterprise, an existing business or a new business opportunity.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** Successful completion of 160 credit points of business related units

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3011 Frontiers of Business Theory and Analysis (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3011/>) **Legacy Code:** 200574

This unit looks at selected contemporary issues in business, industry and commerce. Each selected issue will be examined in terms of the way in which the problem is defined, competing definitions of the problem, components of the problems and relationships to other contemporary issues. Relevant theoretical perspectives will be examined and evaluated.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** Students must have successfully completed at least 90 credit points of business-related units

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3014 Health Services Financial Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3014/>) **Legacy Code:** 400279

The Australian health care system must account for use of resources, and ensure their equitable and efficient use. Increasingly devolution of management function to cost centre level in health care organisations is occurring. Managers must consider the financial implications of clinical decisions, understand and act on accounting information. They are held responsible for the financial outcomes of their activities. This unit develops a basic knowledge of accounting principles, health services funding arrangements, government reforms, financial reporting, preparation of budgets, business cases and economic appraisals. There are 140 hours of placement in the field working with health managers on financial issues.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 3015

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3015 Health Services Management Practice (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3015/>) **Legacy Code:** 400787

The unit begins with an overview of the complexity and variability of health services and provides an understanding of component organisations, federal and state policy issues and environmental factors including the role of the private sector and non-government organisations. The changing role of the health services manager and competencies required for effective managing are examined. Influences on organisations are reviewed, including structures, culture, power and politics. Various management functions are explored through 140 hours of placement e.g. strategic planning, performance management, people management including workplace relations, conflict resolution, resource management (financial and asset), risk management, health and safety in the workplace and quality assurance.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 2020

**Equivalent Subjects:** LGYA 7186 - Health Services Management 2

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3016 Health Services Quality Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3016/>) **Legacy Code:** 400284

The need to improve quality while reducing expenditure has forced health services to re-evaluate their strategies. For these reasons many have embraced the philosophies of Total Quality Management (TQM). Central to its practice is a focus on flexible, consultative management, with the needs of the customer seen as vital to guiding a continuous process of improvement. TQM is a whole system concept, which recognizes the need to manage sets of interacting technical, cultural and political issues. This unit explores the various aspects of TQM and in particular its application within the health services.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3017 Health Services Workforce Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3017/>) **Legacy Code:** 400788

NOTE: This subject is no longer on offer from Spring 2022. Students should enrol in BUSM 3080 Health Care Systems and Organisation Culture instead. This is a flexible learning unit looking at human resource management (HRM) as a strategic activity of health organisations especially as workforce shortages pose significant challenges to the health and aged care sectors. The workforce, with appropriate knowledge and expertise, is essential to the efficient and effective delivery of quality health services. Successful organisations shape the workforce to anticipate current and future directions and goals. Workforce planning is a crucial element of this approach and its success.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 3015

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3019 Hospitality Management Applied Project (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3019/>) **Legacy Code:** 200561

Students studying Hospitality Management Applied Project may have the opportunity to undertake an international field trip to experience the hospitality industry from an international perspective. This unit provides students a unique opportunity to integrate knowledge gained from operational and theoretical perspectives of hospitality studies into application in an engaged research project in hospitality management. Students will engage in comprehensive projects which bring together real world industry problems and hospitality theory.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 2036

**Equivalent Subjects:** LGYA 4386 - Tourism and Hospitality Research Project

**Incompatible Subjects:** LGYA 4813 - Sport Management Applied Project

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3021 Hospitality Places and Spaces (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3021/>) **Legacy Code:** 200989

Contemporary hospitality settings often require specialised services and distinctive facilities. Matching the physical spaces and places with hospitality, to the services and experiences provided, is an integral part/consideration of contemporary hospitality practice. As future managers in the industry, it is imperative to have a sound basic knowledge of the design, development and commercial viability of such products, services and spaces, especially in the context of consumer expectations, in order to remain competitive and sustainable.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3055 - Planning and Design Hospitality Facilities

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3022 Hospitality Profitability and Entrepreneurship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3022/>) **Legacy Code:** 200994

This unit examines operations management in the hospitality sector, as a means to achieve profitability. Students will develop advanced knowledge and desirable attributes applicable to operational planning, financial management, risk management and legal compliance, human resource management, business relationship management and sustainability. Special emphasis is placed on providing students with knowledge and skills to make informed decisions to proceed and develop their own ventures or alternatively be more innovative within existing businesses.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3020 - Hospitality Management Operations

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3023 Hospitality and Tourism in Practice (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3023/>) **Legacy Code:** 200995

Hospitality and tourism play an important role in society impacting directly and indirectly on many elements of everyday life. With the ability to both positively and negatively impact on individuals, communities and economies, hospitality and tourism are viewed from the perspective of different stakeholders. Within this unit a contextual understanding and analysis of hospitality and tourism is provided through interaction with industry practitioners and discussion of contemporary issues impacting the industry.

**Level:** Undergraduate Level 3 subject

**Incompatible Subjects:** BUSM 3018 - Hospitality Industry

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3024 Human Resource and Industrial Relations Strategy (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3024/>) **Legacy Code:** 200740

Students in 'Human Resource and Industrial Relations Strategy' analyse the human resource and industrial relations strategies of the major employment relations stakeholders. While the principal focus is on the organisational level of analysis and on the strategic interventions introduced by management, the unit also analyses the strategic roles of government, trade unions, and employer associations. Through a range of learning activities, students examine the relationship between business strategies and HR/IR strategies, strategic HR/IR interventions, the concept of strategic choice as it concerns stakeholders and the evaluation of strategy. Students also engage with the development of human resource management and industrial relations as a professional field and consider ethics and professional standards.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023 OR BUSM 1021

**Incompatible Subjects:** LGYA 4824 - Human Resource Strategy LGYA 4823 - Industrial Relations Strategy

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3025 Incubator 5: Operational Aspects of Entrepreneurship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3025/>) **Legacy Code:** 301170

Planning is an important part of setting up a start-up business. This would require investigating into setting goals, figuring out how to track progress, what to do when things don't go to plan and also to communicate your business concept to others, such as potential investors. This unit aims to develop the skills and knowledge required for making a business plan for the start-up organisation through a number of theoretical topics, such as: developing marketing and operational plans, staffing and management. At the completion of this unit, students will have developed a viable business plan for their start-up. NOTE: This unit is offered at the Werrington Campus "Launch Pad".

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3027 Innovation and Professional Practice (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3027/>) **Legacy Code:** 200919

Innovation and Professional Practice uses design thinking to develop participants' capacity to innovate across a range of changing organisational environments and future-oriented work roles. Networking, collaboration and team work around contemporary projects will develop the attitudes and abilities characteristic of ways that professionals lead and contribute to innovation in many contexts. The unit builds on study of organisation and leadership in the Bachelor of Business, and develops participants' innovative thinking through the prism of business acumen. The unit supports work integrated learning approaches that will enable participants to develop portfolio evidence of their professional capacity to lead and participate in sustainable business change.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3028 Innovation, Enterprise and Society (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3028/>) **Legacy Code:** 200917

Innovation, Enterprise and Society focuses on forces driving innovation, creativity and technical change at the levels of entrepreneurship, enterprise, economy and society. It also examines the effects of innovation at these various levels. This unit is a professional core unit in the Bachelor of Business. The unit takes a multi-disciplinary approach utilising critical thinking, debates, problem solving, policy analysis and case studies. Students will understand the professional, social, public policy and global networks and systems informing and surrounding innovation. Successful completion of the unit equips students to appreciate the entrepreneurial, political and social dimensions of innovation.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3029 International Business Finance (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3029/>) **Legacy Code:** 200595

The unit is designed to provide students with an overview of the economic, political and institutional environment in which international business is conducted. Particular attention is given to the historical development of the international monetary system, the transnational corporation and the impact of globalization upon international financial transactions and international business practices.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** LGYA 9776 - International Business Finance

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3030 International Business Project (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3030/>) **Legacy Code:** 200590

This is a capstone unit in International Business. The aim of the unit is to give students a real-life action learning project in which they undertake an international business strategic planning and analysis exercise for a client organisation. This project usually involves students working in small teams for a client organisation under the direct supervision of the lecturer.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1015

**Equivalent Subjects:** LGYA 9777 - International Business Project 1

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3031 International Business Strategy (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3031/>) **Legacy Code:** 200626

In an environment where operating internationally is becoming the norm rather than the exception, firms are faced with ever increasing complexity when formulating their business strategy. This requires an understanding of how firms become and remain international, the basic modes of international involvement, the practice of multinational management and how firms can establish a balance between the sometimes conflicting demands of headquarters, the subsidiary and the governments of all the countries where the multinational enterprise operates. This unit will cover these issues and will deal with both large and small companies that must be global to survive.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** MKTG 1006 OR BUSM 1015

**Equivalent Subjects:** LGYA 9771 - International Business Strategy

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3032 International Human Resource Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3032/>) **Legacy Code:** 200621

'International Human Resource Management' examines the implications for human resource management that arise from the internationalisation of organisations. Through portfolio reports and case studies, students analyse a range of comparative systems and structures of employment relations and the strategic management of global organisations. This analysis includes a focus on key human resource functions including recruitment, training, reward and evaluation of the impact of society, politics, economics and culture of host countries on human resource strategies. Students examine also the role of global stakeholders and assess the implications for human rights that arise from globalisation.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Equivalent Subjects:** BUSM 2026 - International Human Resource Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3033 International Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3033/>) **Legacy Code:** 200623

International Management provides an overview of issues confronting managers working in a complex globalised environment. Areas such as global and regional integration, the role of ethics and social responsibility, as well as the changing political, legal and technological environment require consideration by management in multinational organisations. The role of culture and human resource management is another significant area of failure by global managers. Finally global strategic issues such as managing political risk and government relations will be analysed to allow a deeper level of understanding of the complexities of managing in an internationally competitive marketplace.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** LGYA 9900 - International Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3036 Leadership and Entrepreneurship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3036/>) **Legacy Code:** 200863

This unit explores the links between leadership and entrepreneurship in the context of dynamic domestic and global environments. It develops an understanding of how to initiate a business venture, taking advantages of perceived opportunities and mobilising the required resources. To this end, different theories and perspectives on leadership and entrepreneurship are examined, and students are encouraged to apply them to real-life situations. The knowledge and skills learned in this unit will enable future leaders to revitalise organisations and create value in the process of transforming innovations into goods or services.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3037 Leadership, Influence and Change B (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3037/>) **Legacy Code:** 200885

This online unit builds on the work completed in Leadership, Influence and Change A. Students further their capacity to identify leadership, influence and change issues in their workplace. The work then focuses on an evidence based inquiry (EBI) report that demonstrates the learning across the two units. This will involve scoping, tightening the focus and then moving into an action phase for the EBI. In this way, the EBI will be the backbone of this unit.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 2027

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3041 Managing Across Organisational and Cultural Boundaries (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3041/>) **Legacy Code:** 200889

This online unit makes a broad distinction between organisational, inter-organisational and international contexts. Students will explore what is involved in collaborating effectively within and across such different contexts. There are six study themes throughout this unit, all of which are central to understanding how different individuals perceive and experience the different contexts in which they work. The themes are: managing aims, power, politics and trust, cultural diversity, international management perspectives, the darker side of collaborative arrangements and paradoxes, tensions and dialectics.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3042 Managing Diversity (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3042/>) **Legacy Code:** 200150

This unit explores the complexities and challenges of managing diverse workforces in contemporary organisations. Using applied learning approaches, students are required to formulate corporate policies relating to diversity and then evaluate the implications for implementing these policies in a real world setting. As a key component of human resource management, students are expected to appreciate both the theoretical and practical elements of managing diversity and are required to reflect on their own learning process throughout the unit.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3043 Managing Human Resources and Industrial Relations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3043/>) **Legacy Code:** 200175

This unit integrates the study of strategic theory and practice in the management of human resource management and industrial relations as they co-exist together in the employment relations model. Emphasis is placed on a blended learning approach to teaching and learning. Students undertaking this unit are required to participate in a HR Simulation exercise that explores the realities of employment relations in practice. Seminars feature role plays and case studies.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 3044 Managing Marketing and Finance (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3044/>) **Legacy Code:** 200887

This practical online unit is divided into two sections - marketing and finance - which will be studied sequentially. Topics in both sections have been chosen for their relevance to the needs of managers who may not have direct responsibility for either marketing or finance as such, but whose practice will be enhanced by an understanding and application of marketing practices and financial concepts. As students work through activities, problems and solutions, they will come to understand the organisational and wider management context in which they work as well as the constraints, choices and demands that managers need to take into account when making decisions.

**Level:** Undergraduate Level 3 subject

**Incompatible Subjects:** MKTG 3016 - Strategic Marketing Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3045 Managing Operations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3045/>) **Legacy Code:** 200865

Managing Operations is a comprehensive unit that focuses on the importance of operations in creating competitiveness and dynamic capabilities for individual organisations and organisations connected through supply chains and logistics processes within a global context. The unit is designed for students interested in enhancing their knowledge and skills in designing and improving critical operational processes used by organisations to provide products and services to customers. It encompasses internal and external operations for manufacturing and service organisations; their strategic choices; and tactical and operational decision-making processes for the management of critical and extended resources. The latest qualitative and quantitative tools and techniques, online business simulations and international case studies are used to practise problem solving processes to address challenges of a global nature in the business world.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3013 Global Operations and Logistics Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3046 Managing Organisations and People (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3046/>) **Legacy Code:** 200886

This online unit will enable students to critically reflect on and analyse key management tasks including processes of people management. It also explores how context shapes management practice and the importance of understanding the management of organisational change. It takes a problem-based approach to management learning and combines academic understanding of management issues with opportunities to apply knowledge. Students will have the opportunity to identify problems in their own workplaces and use management concepts, tools and techniques learned in this unit to make recommendations to address the problem.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3048 Negotiation, Bargaining and Advocacy (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3048/>) **Legacy Code:** 200613

In 'Negotiation, Bargaining and Advocacy' students identify and assess contrasting approaches to negotiation and identify the importance of strategy and judgement in negotiation. Students develop their skills through a team-based online negotiation and a critique of the experience of this negotiation. Through case studies, students examine conciliation, mediation and arbitration with a particular focus on advocacy practice in industrial tribunals. An important theme in the unit is the assessment of the contextual and regulatory factors that shape negotiation, bargaining and advocacy practice. This aspect draws on contemporary debates in these spheres most notably concerning the Australian context.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Equivalent Subjects:** LGYA 9847 - Negotiation Bargaining and Advocacy

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3050 Operations and Logistics in Practice (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3050/>) **Legacy Code:** 200565

Students studying Operations and Logistics in Practice may have the opportunity to undertake an international field trip to experience operations and logistics environments from an international perspective. Operations and Logistics in Practice enable students to analyse and discuss contemporary operations and logistics issues in a workshop environment. This unit is designed to offer an advanced holistic view of operations and logistics and a framework to assist students in researching and assessing trends in industry. This unit offers a balance of class work and field trips to operations and logistics oriented organisations.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 3013

**Equivalent Subjects:** LGYA 4652 - Logistics Management in Practice  
 LGYA 4406 - Operations Management in Practice

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3052 Organisational Learning and Development (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3052/>) **Legacy Code:** 200157

Organisational Learning and Development is a Level 3 undergraduate unit which analyses practices and processes designed to transform and renew organisations, in order to enable them to respond effectively to change. This unit will use case studies and other experientially based activities to promote a better understanding of structural and human resources interventions used to ensure organisational survival in rapidly changing environments.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3053 Our Sporting Future (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3053/>) **Legacy Code:** 201001

Sport has become increasingly globalised, commercialised and professionalised, and is influenced by advances in technology and innovation. It is now recognised that sport can play an important role in areas such as economic regeneration, diplomacy, social integration and improving health and wellbeing. This unit will develop students' understanding of how to encourage participation and drive growth in sports business in the face of a rapidly changing landscape.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1031

**Incompatible Subjects:** BUSM 3047 - Managing Service and Experience

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3054 People, Work and Society (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3054/>) **Legacy Code:** 200860

'People, Work and Society' draws on psychology and sociology to deepen participants' practical human resource management (HRM) expertise. Designed for those aiming at careers as HRM professionals, participants will use HRM knowledge to develop policy and procedure that takes account of the psychology of individuals and groups as well as rising expectations for socially-responsible management. The complexities and rewards around managing diverse workforces receive particular attention. Through the challenge of real-world activities, participants are introduced to the difficult judgements that confront HRM professionals around people at work.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Equivalent Subjects:** BUSM 3075 - Workplace Behaviour LGYA 9849 - Workplace Behaviour

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3058 Practice Management for Health Professionals (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3058/>) **Legacy Code:** 400156

From 2017 students should take 401149 - Exercise Physiology Across the Lifespan. This unit is aimed to introduce the student to the management issues in establishing and working in a clinical practice. While the unit will cover issues related to health professionals and public sector management, the focus of the unit will be on issues in private practice. The aim of the unit is to introduce the student to a wide range of topics, including an over view of health care funding in Australia, private and public health system, developing a business plan, different business structures, financial management, managing staff and occupational health and safety issues.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3059 Processes and Evaluation in Employment Relations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3059/>) **Legacy Code:** 200575

This unit applies theory and skills developed throughout the discipline in Human Resource Management to real-world organisational and policy challenges and opportunities. Students will develop and use employment relations concepts and "metrics" to design implementation plans and to evaluate policies, practices and change initiatives. Students' skills in communication and problem solving will be assured in this unit.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Equivalent Subjects:** LGYA 4642 - Human Resources Development Seminar

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3061 Project Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3061/>) **Legacy Code:** 300727

This unit is to give students an understanding of appropriate methods of managing construction projects and to develop skills in using these methods on the type of projects the students expect to undertake in their professional careers. Content: Major knowledge areas of project management.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3060 - Project Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3062 Quality Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3062/>) **Legacy Code:** 200167

The principles taught in Quality Management underpin the successful management of all business enterprises. Students enrolled in this unit will be introduced to the latest concepts in performance excellence, with a strong emphasis on service quality. Various tools and techniques that support performance excellence are presented, including ISO9000, Six Sigma, and high-performance human resource practices. Contemporary areas covered in this unit involve identifying customers' needs, and involvement in organisational performance which is supported by continuous improvement and organisational learning.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3063 Reward and Performance Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3063/>) **Legacy Code:** 200739

'Reward and Performance Management' introduces students to critical perspectives in reward management. Through case studies students consider the wider context in which reward strategies are devised and the strategic decisions that arise if reward is to meet regulatory requirements, organisation objectives and the expectations of the workforce. Students examine the component parts of contemporary reward and critically assess the relationship between performance and reward. Through engagement with different types of performance management systems, students identify and assess contrasting approaches to performance management.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Incompatible Subjects:** BUSM 3040 - Management of Employee Performance LGYA 4822 - Remuneration Theory and Practice

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3064 Service Industry Analytics (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3064/>) **Legacy Code:** 200991

Service Industry Analytics is designed to provide a working knowledge of how to analyse and report information required in planning and operating a services business. It explores the methods, uses and limitations of contemporary research in the sport and hospitality industries. Students will gain experience with the planning and implementation of research and assessment of service research problems, utilising the collection and analysis of both quantitative and qualitative data.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 2036 - Service Industry Studies

LGYA 4814 - Sport Management Research Methods

LGYA 4799 - Hospitality Business Research Methods

LGYA 4863 - Services Research Methods

MKTG 2011 - Customer Insights

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3065 Special Event Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3065/>) **Legacy Code:** 200990

Special Event Management is designed to introduce students to event management in order to develop their skills and knowledge relating to the organisation of various event forms. The unit provides students the opportunity to practically apply management strategies, leadership theories, communication skills, and administration skills to facilitate the design, marketing, communication, innovation and planning of their own event. Careers in the industry can be found across diverse fields in the public and private sectors including hotels, event management companies, exhibition and sports venues, and in community organisations such as clubs, schools and charities.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3067 - Sport and Hospitality Event Management

**Incompatible Subjects:** LGYA 4810 - Sport Event and Facility Management

LGYA 4864 - Convention and Special Event Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3069 Strategic Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3069/>) **Legacy Code:** 200587

This unit explores the nature and essence of strategy and how this is created in various organisational, industry and economic contexts. The complexity of the strategy process, content and context means that there is not one clear position on strategy. The impact of this complexity on managers seeking to develop a strategic thinking capability is examined. The paradoxes and debates in the field of strategy are explored in an effort to understand the concept of sustainable competitive advantage. Students will utilise the theoretical knowledge presented in a dialectical enquiry framework to undertake strategic analysis, and develop a selection of strategic options, for case study scenarios and in a team strategy simulation.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1038 OR

BUSM 1008 OR

BUSM 1019

**Equivalent Subjects:** LGYC 0040 - Strategic Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3070 Strategic Sport Leadership (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3070/>) **Legacy Code:** 200998

In contemporary sport environments, sport practitioners require an in-depth understanding of strategic leadership processes and practices. In order to respond to sport's ongoing professionalisation, globalisation, demographic changes and emerging consumer needs, sport managers and government policy makers require knowledge and skills which will allow them to successfully manage these changes. Students will develop knowledge and skills in areas such as policy development and strategic planning, executive leadership and change management processes and practices. The unit content will be applied across diverse sport environments including high performance sport in not-for profit contexts and community sport with a focus on sport for development. Students will apply their strategic leadership knowledge and skills by formulating a policy or related initiative for a sport agency or organisation.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** LGYA 4491 - Sport Management Planning and Development

SPRT 3016 - Sport Management Planning and Development

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3071 Technology Management for Competitiveness (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3071/>) **Legacy Code:** 200668

This contemporary unit provides an understanding of technology management and productivity measurement/improvement concepts aimed to improve the competitiveness of organisations. Students are introduced to a range of tools and techniques to acquire and implement technology and develop productivity improvement programs within global operations and supply chain context. The interaction between technological change and competitiveness (productivity and other performance measurement systems) is also explored. The unit is relevant to managers or technologists with responsibilities for managing technological change

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** LGYA 4405 - Productivity and Technology Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3072 Tourism Industry Professional Placement (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3072/>) **Legacy Code:** 102385

Tourism Industry Professional Placement (TIPP) provides students with understanding and experience of the tourism or related industry workplace. Students work in a voluntary capacity with an industry host to gain work-ready skills and undertake professionally appropriate tasks. Students complete a Professional Placement Proposal and Professional Placement Report.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3073 Tourism Policy and Planning (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3073/>) **Legacy Code:** 101904

This unit gives students a general understanding of planning theory as it relates to sustainable tourism policy and practice. Students will apply this knowledge to tourism sites, facilities and activities in Sydney with a major assignment focusing on Sydney Olympic Park. A self-guided field trip enables students to apply and understand various planning techniques, tourism policies, scenario mapping strategies and consider conflict resolution practices. Students will present their ideas by integrating quantitative and qualitative data, both in teams and individually. At the conclusion of this unit students will have the skills to apply planning theory to an analysis of tourism policies, sites, facilities and activities in a global city such as Sydney.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** LGYA 1265 - Tourism Policy and Planning BUSM 2035 - Recreational Tourism Policy and Planning

**Incompatible Subjects:** LGYB 8930 - Tourism Policy and Planning LGYA 6103 - Recreational Planning towards Sustainable Tourism LGYB 8197 - Sustainable Tourism and Recreational Planning

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3074 Work Employment and the Labour Market (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3074/>) **Legacy Code:** 200243

This unit provides an in-depth study of the links between work, employment and wider labour market issues. An introductory framework will be provided emphasizing the historical perspectives of work and the key theories and concepts involved in industrial sociology. Current and future issues and trends in work organization and practice and their relationships to society will also be considered. The unit will then examine the relationship between labour markets, employment and government policy in both macro and micro settings. Particular emphasis will be placed upon the interaction of regional labour markets, policies and outcomes for key labour market segments.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1023

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3077 Construction Project Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3077/>) **Legacy Code:** 301229

This unit is to give students an understanding of appropriate methods of managing construction projects and to develop skills in using these methods on the type of projects expected to undertake in their professional careers. It covers the major knowledge areas of project management theory as they relate to construction.

**Level:** Undergraduate Level 3 subject

**Equivalent Subjects:** BUSM 3060 Project Management  
BUSM 3061 Project Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3078 Business Report (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3078/>) **Legacy Code:** 201043

This unit is designed to bring to life the knowledge gained during the students' study whilst applying it practically to diverse business contexts through a work integrated learning research project. The project will build on the comprehensive, coherent and connected knowledge gained in business specialisations to allow the student to explore and develop attributes required to be successful in contributing to outcomes in a business environment. Students will have an opportunity to work under the supervision of an academic on a research project. Assessment of the unit will include a formal research presentation to academics and/or industry. Entry to this unit is on a competitive basis. Contact the unit coordinator for details.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 3079 Travel in the Digital Age (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3079/>) **Legacy Code:** 102779

This unit explores the ways in which digital technologies are reshaping travel, including travellers' experiences, and planning and management of the travel industry. Students will learn how digital technologies are being utilised, and the opportunities and challenges these technologies present. The unit will provide opportunities to engage with travel apps, virtual/augmented reality technologies, smart attractions and transport technologies. Students will also learn how to conceptualise and pitch their own digital travel products. Upon completion of the unit, students will be well placed to develop and manage innovative, socially responsible travel and mobility technologies.

**Level:** Undergraduate Level 3 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3080 Health Care Systems and Organisation Culture (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3080/>) **Legacy Code:** 401389

This unit identifies complexities associated with health care systems and processes, equipping students with the essential business skills to deal with challenges arising throughout the process of managing health services. A key focus of the unit is in the management of resources as a strategic activity of health organisations, particularly in relation to human resources, as workforce shortages pose a significant challenge to contemporary health management practice.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1037

**Equivalent Subjects:** BUSM 3017 - Health Services Workforce Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 3081 Business Analytics Project (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm3081/>) **Legacy Code:** 201091

This unit provides students with the experience of applying business analytics skills and knowledge gained throughout the course of their degree in general and from the Business Analytics major in particular. Students will undertake a project in a real-world case setting to transform data to knowledge providing analytical solution to a client-specified problem. In teams, students will develop a project proposal, final report and/or interactive project tool and presentation. Students will gain insight into the profession of business analytics through independent learning and reflective practice.

**Level:** Undergraduate Level 3 subject

**Pre-requisite(s):** BUSM 1042

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 4001 Business Analysis Seminars (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm4001/>) **Legacy Code:** 200896

This unit introduces students to exemplary research in selected contemporary issues in business practice and policy. Presented through a series of seminars by leading business academics, selected issues will be examined in terms of the competing definitions of the problem, the methods of analysis to be used to address the problem, components of the problems and relationships to other contemporary issues. As business research is inherently inter-disciplinary and involves multiple stakeholders, relevant and competing theoretical perspectives explaining selected issues will be examined. Different methods of investigation and analysis of issues will be evaluated.

**Level:** Undergraduate Level 4 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 4002 Seminal Papers in Business (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm4002/>) **Legacy Code:** 200898

The aim of this unit is to develop skills in applying rigorous analysis and critical assessment to research-debates in business disciplines through an examination of seminal literature in particular business fields which often embrace conflicting theoretical approaches. This will provide candidates with the advanced skills needed to critically analyse debates in a business discipline, while also enabling them to gain more familiarity with theories, issues, and problems in a particular research area. Seminal business papers will be analysed through a balanced and constructive critique of their strengths and weaknesses, providing suggestions for how the work might be extended or improved. From this unit, students will be able to apply the rigorous analytical skills to their own work.

**Level:** Undergraduate Level 4 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7001 Advanced Research Skills (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7001/>) **Legacy Code:** 200745

Advanced Research Skills is designed for students who are undertaking Doctoral studies. This unit aims to equip participants with sound knowledge of research methods in business, their criteria for use, their basis of selection, their underlying assumptions and limitations, and their computational implications and processes. The unit will introduce candidates to different methodologies in management research and will also provide in-depth study of particular methods that candidates are expected to use in their thesis, e.g. case studies, surveys, questionnaire design, conducting interviews and focus groups as well as qualitative and quantitative data analysis.

**Level:** Postgraduate Coursework Level 7 subject

**Pre-requisite(s):** BUSM 7075

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7003 Applied Business Project (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7003/>) **Legacy Code:** 200798

This is a unit in which students will have individual responsibility for the timely completion of a significant project under the guidance of a member of the University's academic staff. Students will be required to take a real business issue or problem and apply the relevant theories, frameworks and/or concepts learned throughout the MBA. Projects should focus on issues that would be addressed by senior management within an organisation, and should apply a consultancy perspective. This is the capstone unit. Students should take it as their last unit of study.

**Level:** Postgraduate Coursework Level 7 subject

**Pre-requisite(s):** BUSM 7062 AND

BUSM 7016 AND

BUSM 7026 AND

BUSM 7023 AND

MKTG 7010 AND

BUSM 7047 AND

BUSM 7061 AND

BUSM 7088 AND

BUSM 7073

**Incompatible Subjects:** BUSM 7070 - Masters Project BUSM 7103 - Contemporary Applied Research in Employment Relations LGYA 4885 - Business Research Paper BUSM 7015 - Contemporary Management Theory and Practice

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7004 Applied Project (Human Resources and Management) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7004/>) **Legacy Code:** 200954

Applied Project (Human Resources and Management) is an integrated capstone unit that brings together the skills and understandings HRM and management students have developed during their course of study. The unit encourages HRM and management students to demonstrate their ability to solve multidisciplinary problems in relation to current and future issues that affect the application of human resource and management functions in contemporary workplace and industry contexts. The unit will also allow students to critically evaluate issues critical to these professional domains to determine and assess effective solutions. The topics are determined from year to year by discussions between the individual student, the unit coordinator and the student's chosen supervisor.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7007 Business Communication Skills (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7007/>) **Legacy Code:** 200817

This unit is designed to assist students to enhance their ability to make written and oral reports suitable for presentation to employers and stakeholders in a modern business environment. More specifically, this foundation unit assists students to evaluate academic literature in various business contexts, to communicate effectively as an individual or within groups and to apply ethical practices in different business contexts. These traits can be applied in the workplace and any contemporary business environment.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7008 Business Internship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7008/>) **Legacy Code:** 200769

The Business Internship is designed for students who want to gain industry experience and further their studies through a 10-week business internship. This Business Internship unit is based on a project style unit which requires students to undertake a research project in their chosen field whilst attending an industry based internship.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** BUSM 7070 - Masters Project

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7010 Business Operations Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7010/>) **Legacy Code:** 200782

This unit introduces participants to operations management in a range of organisational and industry contexts. Operations management is an important element of business strategy and integral to both service and manufacturing sectors alike. Students will develop an appreciation of the latest trends in operations management and the applications currently adopted in organisations. They will also learn to apply quantitative techniques for analysing problems and providing recommended solutions. This unit provides an excellent foundation for further specialist study in operations management but also works well for students in general business programs.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 4461 - Operations Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7011 Business Operations and Logistics (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7011/>) **Legacy Code:** 200838

This unit introduces students to operations and logistics management theory and practice. Operations and logistics management is an important element of business strategy and it is integral to both service and manufacturing industries. Students will develop an appreciation of the latest trends in business operations and logistics management and the applications currently adopted in organisations and industries. They will also learn to apply quantitative techniques for formulating/analysing problems and providing recommended solutions. This unit provides an excellent foundation for further specialisation in logistics and supply chain management but also works well for students in general business operations programs.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** BUSM 7010 - Business Operations Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7012 Business Project (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7012/>) **Legacy Code:** 200829

This is a 20 credit point subject over two Quarters, 20 weeks in total, 10 credit points in each Quarter. Business Project equips professionals to address contemporary challenges through research and applying knowledge developed in earlier units of study. This student-centred subject provides close supervision of research and analytical practices to enhance skill development and capacity to engage with problems confronting organisations, taking account of contexts and multiple stakeholders. Students will have scope to focus on issues that are of particular concern to organisations or interest for their careers. As an integrating subject, it demands participants bring together their knowledge and curiosity to develop recommendations in a format that can showcase their achievements. In order to complete this subject, students must have studied this subject over two teaching periods.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7013 Business, Society and the Environment (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7013/>) **Legacy Code:** 200847

Business, Society and the Environment draws on social enquiry and reflection to explore the complex relationships between business and the stakeholders of business, by critically evaluating the social, environmental and political impacts of business decisions and practices. The unit focusses on the challenges and ethical dilemmas emerging from global capitalism, and addresses the significance of government in regulating the impact of business on society and the environment. The unit critically considers the nature of the firm and the role of ideology to justify business decisions.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7014 Compliance Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7014/>) **Legacy Code:** 200776

This unit comprises three modules that focus on quality management, risk management, and performance measurement and benchmarking. The quality systems module explores quality management principles, systems, and frameworks, and the role that quality management plays in creating customer value, improving competitiveness and enhancing organisational effectiveness. The risk management module examines the important risks that need to be managed by businesses, especially in a global business setting, and introduces common frameworks that can be used to develop risk management strategies. The performance measurement and benchmarking module elaborates upon the evolution of performance measurement frameworks and introduces approaches that can be used by businesses to assess the status of their business processes and enhance performance through benchmarking. It will draw upon the concepts and theories covered in the quality and risk management modules. All three modules incorporate aspects related to economic, social and environmental responsibility. Students are required to study all three modules.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 4463 - Management of Quality

**Incompatible Subjects:** BUSM 7074 - Performance Measurement and Benchmarking LGYB 9039 - Risk Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7016 Contemporary Organisation Behaviour (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7016/>) **Legacy Code:** 200788

Contemporary Organisation Behaviour has been designed to offer you tools which can help you manage people in an increasingly complex organisational climate. Therefore, the objectives of the unit focus on critically evaluating how organisations, groups and teams, and individual behaviour, can affect work performance and productivity. You will explore in depth a range of Organisational Behaviour variables using theory as the foundation for evaluation and/or research while developing skills in professional practice for communicating, collaborating and critically reflecting. You will have opportunities to relate and apply concepts to your work experience and context learning what might be most relevant to your future plans in management.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** BUSM 7017 - Contemporary Organisation Behaviour

**Incompatible Subjects:** BUSM 7060 Management Skills

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7018 Contemporary People Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7018/>) **Legacy Code:** 200826

The unit serves as an introduction to human resource management for those considering careers in employment relations and those who will potentially have people management responsibilities. HR processes and practices are studied in contexts and with a consideration of stakeholders' interests, leading to an appreciation of the contribution of human resource management to organisational success. Students will evaluate particular approaches to human resource management through analysing real-world cases and practical activities.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8572 - Human Resource Management LGYA 4898 - Human Resource Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7019 Corporate Governance and the Global Environment (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7019/>) **Legacy Code:** 200795

Corporate governance is the set of processes, policies and laws affecting the way a firm is directed, administered or controlled. This unit examines corporate governance systems and how these may contribute to sustainable enterprise. Models of corporate governance are analysed, and decision-making processes are evaluated in various economic and social contexts. The unit also introduces the institutions of the legal system, with particular emphasis on domestic and international corporations law.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8690 - Governance and Ethics

**Incompatible Subjects:** LAWS 7009 - Commercial Law

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7020 Creating Sustainable Organisations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7020/>) **Legacy Code:** 200853

'Creating Sustainable Organisations' explores new pathways to sustainability and leadership for the 21st Century, encouraging continual reflection and discussion on the nature and implications of current debates on environmental and social issues. It examines different models and strategies designed to balance the need for business growth with responsiveness to social and environmental issues. 'Creating Sustainable Organisations' provides students with the skills to lead in ways that will enable them to be active participants in the solution to the planet's environmental and social problems.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8728 - Creating Sustainable Organisations

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7021 Credit and Lending Decisions (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7021/>) **Legacy Code:** 51166

Lending is one of the most important functions of any financial institution. If not managed properly, it can lead to credit quality problems, threatening the existence of the financial institution. This unit aims to provide an analysis of the various lending activities of financial institutions, emphasising the assessment of credit proposals and the management of credit risk.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7022 Derivatives (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7022/>) **Legacy Code:** 201001

This unit provides an introduction to the major classes of derivatives: forwards, futures, swaps and options. These are studied in detail with the objective of elucidating the ways in which these instruments can be used for the purposes of hedging, speculation and arbitrage. In addition to the analysis of derivative usage and market growth, considerable attention is given to the objective of gaining an understanding of the fundamentals of derivative pricing.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7023 Developing Business Expertise (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7023/>) **Legacy Code:** 200790

This unit addresses one of the key internal issues facing business today: understanding and using a range of business information to make strategic decisions. Students will use the knowledge gained from prior units to solve business problems, deal with unique situations or plan and manage changing circumstances. A multi-disciplinary approach to analyse business situations will be applied to enable students to recognise this inter-related nature of business disciplines. A simulated practice in the application of knowledge to complex situations will be applied to provide an experiential learning environment.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7024 Developing Human Capital and Organisational Capability (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7024/>) **Legacy Code:** 200827

The unit equips students to lead human resource development initiatives by developing specialist knowledge and skills. Contemporary human resource development is studied within the context of strategic employment relations, challenges around talent management, the evolution of training and development in firms and in public institutions, and with some consideration of organisational learning. By working through stakeholder differences and labour market segments, students argue as they apply knowledge to different contexts. Through argument and application comes insight into critical perspectives on building human capability, career management and development, and current and future trends in human resource development in a number of countries.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8882 - Employee Training and Development  
LGYA 4896 - Developing Human Capital

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7025 Diversity, Labour Markets and Workforce Planning (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7025/>) **Legacy Code:** 200828

Demographic change, economic cycles and labour force participation patterns influence the manner in which HRM functions are conducted. This unit focuses on the way an organisation's external environment impacts on both strategic and workforce maintenance planning. The unit is designed to enable employment relations professionals and managers to plan for organisational sustainability, managing workforce-related risk, and growth. The emphasis on labour markets, workforce diversity and planning allows for accommodation of demographic changes, human capital shortages and economic cycles when planning for labour supply and labour demand requirements. While the aim is to identify gaps between the present and future human capital needs - and implementing solutions so the organisation can accomplish its mission, goals, and objectives - the difficulty of this systematic and proactive process increases with the complexity of an organisation and the longer the time horizon used in the planning.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8596 - Work and Society  
LGYA 4899 - Work Society and Labour Markets  
LGYA 4901 - Workforce Planning

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7026 Emerging Leaders (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7026/>) **Legacy Code:** 200789

Developing competitive advantage in a globalised business context demands that leaders recognise the imperative of managing stakeholders during periods of significant and complex organisational strategic change. The focus of 'Emerging Leaders' is the development of skills and knowledge that underpins capacities for successful strategic partnering both within and outside the organisation. Engaging with the research and debates on leadership as they relate to current leadership practice and principles in various international and organisational contexts means these newly emerging leaders will be in a position to lead and ensure the performance of individuals, teams and organisations.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 7027 Employment Relations Professional Practice (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7027/>) **Legacy Code:** 200717

Employment Relations Professional Practice concentrates on communicating and performing as employment relations professionals. Students practice the activities undertaken by professionals, such as advocacy and presentation, team work, information and knowledge management, research, analysis and problem solving, and producing reports, policies and analytical essays, with opportunities for feedback. The focus is knowledge of the ER professions, such as the role, function and ethics of human resource managers, industrial officers and the role of professional bodies in Australia and internationally. Support for academic practice will accompany professional activities. The unit is designed for those wanting to build a career in employment relations.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7028 Entrepreneurial Management Capabilities (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7028/>) **Legacy Code:** 200850

Developing innovation and entrepreneurial capability is essential for small, medium and large businesses. This unit introduces students to practical and applied knowledge supported by theory, concepts, frameworks for understanding and developing innovation and entrepreneurial thought, capability, infrastructure and platforms. Students will be exposed to leadership and approaches to the development of new products, services, processes and business models, with support from Western Sydney University's Launch Pad Technology Business Incubator.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7029 Event Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7029/>) **Legacy Code:** 200844

Event management draws on a wide range of skills involved in functioning in the hospitality industry. Whilst investigating the concept of events, students are asked to consider the logistics and management involved in creating an event-based experience for their guests. To facilitate the provision of an event experience, this unit investigates areas of risk management, planning and logistics, event stakeholders and media and volunteer management.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7030 Facilities and Venue Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7030/>) **Legacy Code:** 200846

Increasingly, hospitality-orientated businesses involve large scale or specialist facilities and venues which require ongoing development, maintenance and redevelopment. This unit provides an understanding of key principles involved in the design and redesign of the use of space, drawing on the principles of servicescapes and planning for a customer experience. Consideration is given to the functional, organisational, environmental and aesthetic aspects of facilities and venues, in the context of organisations which need to manage revenue and distribution channels to remain competitive and sustainable.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7031 Financial Institution Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7031/>) **Legacy Code:** 51165

This unit provides participants with an overview of the types of financial institutions and the regulatory context within which they operate. Financial risk management and corporate responsibility serve as an underpinning framework to consider the complexity associated with managing contemporary financial institutions in an Australian and International context. A focus of the unit is to provide participants with an opportunity to use techniques to measure and manage financial risk.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7032 Financial Institutions and Markets (MAF) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7032/>) **Legacy Code:** 51163

This unit helps students to: understand the role and nature of financial markets and institutions; develop computational skills for transactions in financial markets; understand the factors that determine share price, interest rates and exchange rates; and understand major derivative products and their use in financial markets. This subject contains financial institutions and markets and the transactions that take place in them.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7033 Financial Statement Analysis (PG) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7033/>) **Legacy Code:** 51214

The major sources of information on which to base judgements on borrowing capacity, liquidity, managerial effectiveness, and investment potential remain the financial statements of an organisation. This unit is a result of the claim made by Foster, an authority in the finance field, that developments in the fields of accounting, economics, finance and statistics (as they relate to financial statement analysis) are understood well enough to permit financial statement analysis to be studied intensively.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7034 Foundations of Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7034/>) **Legacy Code:** 200785

Developing one's own professional skills, being able to assess and develop the skills of others, and astutely reading the environment, are core to high-achieving executives. Foundations of Management introduces new managers to the fundamentals of management. It takes an holistic view of the elements related to optimal performance of managers, drawing from and reflecting upon participants' experiences. The elements consist of the awareness of ones self as a manager, identifying and developing own management skills required for now and the future needed when working within a dynamic organisational environment. The focus is developing one's own management skills through the application of theory to management practice.

**Level:** Postgraduate Coursework Level 7 subject

**Incompatible Subjects:** BUSM 7101 - Workplace Management Dynamics BUSM 7060 - Management Skills

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7035 Funds Management and Portfolio Selection (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7035/>) **Legacy Code:** 51168

This unit provides an introduction to the theory, concepts, tools, techniques and applications of investment management, drawing on examples from the Australian financial system. The unit focuses on various asset pricing models including capital asset pricing model, single index model arbitrage pricing theory and Fama-French three factor model. The unit introduces various portfolio management strategies, asset classes including bonds and equity securities. The unit also highlights various fund performance measures.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7036 Funds Management and Portfolio Selection (EO) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7036/>) **Legacy Code:** 900655

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7037 Gastronomy and the Food and Beverage Experience (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7037/>) **Legacy Code:** 200842

This unit focuses on the provision of food and beverage - a fundamental operational component of the majority of hospitality businesses. As consumer understanding of food and beverage increases there is a need for the industry to advance their knowledge and for businesses to provide offerings which extend beyond the traditional food and beverage frameworks in order to stay competitive. The role of food within society and subsequent commercial implications, including gastronomic tourism, food quality and safety are discussed in this unit.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 4590 - Gastronomy and the Management of the Food Experience

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7040 Governance, Ethics and Social Entrepreneurship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7040/>) **Legacy Code:** 200848

There is a growing need for communities and not-for-profit organisations to maintain a degree of organisational and social sustainability, without recourse to philanthropy, government, or other sources of aid. This unit adopts business and entrepreneurial principles to identify and explain the management of a social venture, with a view to ensuring organisational and social sustainability. The unit provides an understanding of governance and ethical practice to support social outcomes.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7042 Hospitality and Tourism in Society (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7042/>) **Legacy Code:** 200837

This unit unpacks the concept of hospitality and addresses the questions of what the hospitality industry is, and what its role is in the broader societal context. Linking together elements of tourism and leisure, consideration is given to the impacts, both positive and negative, of hospitality on individuals, communities and economies. Discussions of the integration, communication, planning, and interconnection between hospitality and tourism and their implications in society are also considered.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7043 Industrial Relations and Workplace Change (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7043/>) **Legacy Code:** 200719

Industrial Relations and Workplace Change is designed to equip current and future employment relations professionals and practitioners with the knowledge necessary to analyse and implement the processes for workplace change and workplace-level bargaining. The understanding of workplace change covered in this unit includes an emphasis on rights, obligations and "voice". The unit focuses on workplace change problem solving for employee engagement and dispute resolution in both local and global workplace change contexts.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8579 - The Industrial Relations Process

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7044 Information for Business (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7044/>) **Legacy Code:** 200726

This unit examines the information requirement for effective marketing decisions. The unit explores approaches managers can use to identify information requirements and then to use different financial, environmental and market information. Topics include interpretation of business performance, preparation of marketing forecasts and budget allocations.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 4630 - Marketing Research LGYA 4627 - International Business Research

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7045 Innovation Through Digital Technology (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7045/>) **Legacy Code:** 200845

Business innovation in the Digital Economy recognises that current economic development and leadership is based on digitisation of the global economy. This unit provides a framework for understanding management issues, business development and technology use and change in the areas of innovation and digital business. The unit introduces students to various digital technologies and applications that companies need to address for creating new business opportunities in the fast changing global business environment. Students will develop an appreciation of digital business as a form of organisational innovation and the importance of innovation in the digital economy. Students will learn to formulate a digital business strategy for an organisation and understand various issues involved in digital business innovation. Students will be exposed to the University's business and technology incubator environment.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7046 Innovation for New Markets (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7046/>) **Legacy Code:** 200851

Entrepreneurship, innovation and new markets are pertinent activities that have collectively become cornerstones of how firms grow and interact with society. This unit introduces students to issues, principles and frameworks associated with exploring opportunities and challenges that relate to these three activities. Emerging and new markets are examples of markets that represent opportunities and challenges for innovation and entrepreneurial activities. Through selected readings that emphasise key themes and issues, students will be exposed to an understanding of what constitutes entrepreneurship, innovation, new markets and market development, how they are influenced by the ever-changing business environment, an examination of opportunities that emerge as a result of changing technology and consumer expectations taking place in emerging and new markets. Emerging markets have become a key source of innovation in products, services and business processes which calls for an examination as to whether these can be extended to developed markets. The unit provides students with an opportunity for continuous practical experiential learning through collaboration with industry Launch Pad partners.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7047 Innovation, Creativity and Entrepreneurship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7047/>) **Legacy Code:** 200792

The aim of this unit is to provide students with the necessary skills to understand, execute and manage entrepreneurial innovation processes in firms/organisations, and be more prepared to succeed within an increasingly complex, global and highly competitive entrepreneurial environment. Firms/organisations of various sizes, including small and medium enterprises (SMEs) that are innovative and entrepreneurial provide vision, nurture creativity and idea management as part of their everyday activities and in seeking long-term sustainability.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8997 - Innovation and Entrepreneurship

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7048 Innovation, Creativity and Foresight (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7048/>) **Legacy Code:** 200852

Creativity is a systematic, logical process mixing imaginative and creative thinking. Ideation is a process for forming and relating ideas derived through creativity. Innovation seeks to take ideas through invention and entrepreneurial processes to create new economic and social value. Students will be exposed to a variety of brainstorming, creativity and foresight methods and tools, with emphasis on scenario planning methods. Students will be introduced to workshop development, moderation and management approaches and methods. Selected key themes on economic, social, technological, and sustainable development for Australia over the next 10-30 years will be analysed and developed through a scenario planning workshop process, with outputs mapped to business and social innovation and entrepreneurship thinking, and platforms. Students will also be exposed to creativity and foresight methods used by the Western Sydney University Launch Pad Business Technology Incubator.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7050 Integrated Business Experience 1 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7050/>) **Legacy Code:** 200831

Successful professionals must be able to view issues and problems from multiple perspectives and be able to utilise a range of different skills to make appropriate decisions. This unit introduces this multi-faceted approach to business by taking the knowledge gained in earlier units and of the real-world of business and applying this via case studies. Students will be expected to work independently and in syndicate teams to solve common issues facing businesses and policy makers using critical, integrative and creative thinking. It is recommended that this unit be the final subject within the graduate certificate.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7051 Integrated Business Experience 2 (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7051/>) **Legacy Code:** 200843

Successful professionals must be able to view organisational issues from multiple perspectives (range of stakeholders) and levels (from local to international), then be able to utilise a range of different skills to make appropriate decisions. This unit takes this multi-faceted approach by utilising the knowledge gained in earlier units and applying it to case studies. Building on the unit 'Integrated Business Experience 1', an international focus provides participants with the opportunity to consider issues on a broader scale. Students will be expected to work with a group simulation to solve common issues facing organisations and policy makers using critical, integrative and creative thinking.

**Level:** Postgraduate Coursework Level 7 subject

**Pre-requisite(s):** BUSM 7050

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7053 International Finance (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7053/>) **Legacy Code:** 51211

This unit provides a comprehensive analysis and coverage of contemporary international finance by describing the international financial system, institutions and market practices; international finance theorems and their application; Euromarkets; international borrowing, lending and capital sourcing; measurement of foreign exchange risk; managing foreign exchange exposure; foreign currency derivatives, international investment; and globalisation and the MNC.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7054 International and Global Employment Relations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7054/>) **Legacy Code:** 200720

This unit is designed to put national-level employment relations into international and global perspectives. Students will be equipped to work in globalised labour markets and to assist organisations in responding effectively to international environments. The nature of globalisation, national systems of employment relations and significant contemporary human resource management issues are explored.

The implications of social, cultural, political and economic factors in differing national, international and global contexts for employment relations strategies and practices are examined.

**Level:** Postgraduate Coursework Level 7 subject

**Incompatible Subjects:** LGYA 8593 - International Human Resource Management LGYA 8584 - Themes in International and Comparative Employment Relations

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7055 Internship (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7055/>) **Legacy Code:** 200830

This is a 20 credit point subject over two Quarters, 20 weeks in total, 10 credit points in each Quarter. Internship is designed for students who want to gain industry experience and further their studies through a 20-credit point business internship, conducted over two consecutive teaching sessions. This Internship subject is based on a 'project style' subject which requires students to undertake a research project in their chosen field whilst attending an industry-based internship. These highly sought after internships will be filled on a competitive basis.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7058 Leading Contemporary Organisations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7058/>) **Legacy Code:** 200833

This unit explores the processes and challenges encountered by leaders in contemporary organisations, taking into account rapidly changing environments. Through an in-depth appraisal of various leadership theories and concepts, it encourages students to reflect on the key competencies required for effective leadership. It also emphasises the importance of self-knowledge, values and ethics for contemporary leaders. Students will be required to design a leadership development program to address current and future leadership issues.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7059 Logistics Processes in Enterprise Resource Planning (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7059/>) **Legacy Code:** 200836

This unit introduces key logistics processes supported by modern ERP (Enterprise Resource Planning) systems, using an integrated process perspective of the firm. Each process within broader logistics processes provides the basis for executing logistics operations in a range of organisations across manufacturing, service and government sectors. Logistics processes are introduced through key process cycles including manufacturing, planning and control (MPC) in production planning, procurement cycle in purchasing, sales order processing in sales and distribution, and logistics execution. Cross-integration of these process cycles is also illustrated using various integrations among the procurement, fulfilment, production and warehouse management processes. Logistics processes are demonstrated using data, application and technical integration within an ERP system environment.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7060 Management Skills (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7060/>) **Legacy Code:** 200768

This unit explores the skills of managers and their effect on organisational leadership. The contemporary organisations in which we work bring together a complex array of relationships and processes that require ongoing development of a broad range of skills for the manager. Management and leadership, and the skills required for both, are not seen as separate in this unit. This unit focuses on building the skills which will best prepare managers and leaders for dynamic and changing organisational environments.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7061 Managerial Economics (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7061/>) **Legacy Code:** 200793

This unit introduces students to the application of basic economic concepts to managerial decision-making and their use in a range of business environments. Students will learn how to apply microeconomic tools to common problems facing business managers, such as maximising profit, setting prices, creating efficient incentive structures, and selecting competitive strategies. Case studies are also used to demonstrate the value of microeconomic tools in making business decisions, and to foster the student's application of their learning to their own business environment.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8716 - Economic Contexts for Managers LGYA 8679 - International Financial Management ECON 7002 - International Trade and Industry Economics

**Incompatible Subjects:** ECON 7001 - Economics (PG)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 7062 Managerial Finance (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7062/>) **Legacy Code:** 200787

This unit is designed to provide students with the knowledge and skills required for understanding, analysing and solving corporate financial management issues. The focus is corporate-oriented with emphasis on the practical application of economic theory in financial decisions confronting business today.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8667 - Financial Management

**Incompatible Subjects:** ACCT 7014 - Financial Management of Hospitality and Hotel Managers LGYA 7713 - Financial Management in Health Services HLTH 7005 - Health Financial Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7064 Managing Project Teams and Stakeholders (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7064/>) **Legacy Code:** 301187

This unit is designed to provide students with essential behavioural knowledge areas for project management. Since project management occurs in a team setting, project managers need to master team leadership by understanding team dynamics and behaviour in different team settings, which is a main focus area in this unit. Students will also learn effective ways to identify and engage project stakeholders and communication concepts and tools that effectively influence stakeholders.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7065 Managing in the Global Context (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7065/>) **Legacy Code:** 200835

Managing in the Global Context provides students with an understanding of the complexities of managing in the changing economic, political, legal, technological and within socio cultural factors that influence global business operations. By addressing areas of understanding the global business environment, managing political risk and government relations, understanding culture, cross cultural communication and negotiation, strategy and structures for global organisations, motivating and leading, business ethics and corporate responsibility and competencies for global managers this Unit provides an organisational behaviour approach to managing in a dynamic global context. Through critical analysis of contemporary media, research and case studies this Unit provides a basis for linking management practice to theoretical knowledge.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7070 Masters Project (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7070/>) **Legacy Code:** 200280

Masters Project is an integrated capstone unit that brings together the skills and understanding marketing students have developed during their course of study. The unit encourages students to demonstrate their ability to solve problems in relation to current and future issues within a marketing context in contemporary business. The unit allows students to critically evaluate issues relevant to their topic and assess effective solutions. The topics are determined by discussions between the individual student, the unit coordinator and the student's chosen supervisor.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8752 - Applied Marketing Planning

LGYA 8767 - Masters Project in International Business

LGYA 4472 - Business Project (International Marketing)

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7071 Negotiation and Conflict Resolution Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7071/>) **Legacy Code:** 200796

Negotiation has become a strategic necessity for many firms wishing to survive and grow in today's increasingly competitive globalised economy. Negotiation and conflict resolution errors can be costly to direct and indirect stakeholders. As such, Negotiation and Conflict Resolution Management will provide theoretical frameworks for students to develop the practical skills needed to manage the negotiation and conflict resolution needs of any organisation. Through the use of role play and simulations, students will be required to analyse corporate data and apply strategies to create a negotiated agreement. It examines negotiation in different contexts including multiparty negotiations. Emphasis is also placed on causes of conflict and how to identify potential indicators, leading to an analysis of the different conflict modes and patterns.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 8695 - Negotiation for Managers LGYA 8696 - Conflict Resolution

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7072 New Venture Finance (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7072/>) **Legacy Code:** 200849

New Venture Finance introduces students to essential theories, frameworks, principles and requirements for understanding and seeking funding for new ventures, with a focus on investor philosophy. A dynamic approach to seeking initial and subsequent funding for developing innovations and entrepreneurship is emphasised in this unit, recognizing that most new ventures are not fully funded as they launch. The unit also explores approaches related to new ventures at the stage at which they are maturing into defined businesses. Students will be introduced to commercialisation and strategies for the development of business plans designed to seek funding and support.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7073 One Hundred Days (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7073/>) **Legacy Code:** 200797

This integrative unit focuses on the first one hundred days of a business executive who has commenced in a new management role. Students will gain insights into the challenges facing managers today and develop the skills in leadership and management expertise that were introduced in earlier units. The premise of this unit is that regardless of their level of experience, all managers undertaking new responsibilities need to understand who the key stakeholders are and what the business' personnel practices, financial objectives and marketing strategies are. Students will be given scenarios covering a range of business environments and are expected to problem solve these using the skills and knowledge learned in previous units.

**Level:** Postgraduate Coursework Level 7 subject

**Pre-requisite(s):** BUSM 7023

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7075 Philosophical Foundations of Business Research (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7075/>) **Legacy Code:** 200743

This unit aims to develop a deeper understanding of the theoretical traditions in business research, the philosophy of science that informs research and the methodological approaches in business research. We discuss in depth the assumptions behind two major paradigms: The deductive (quantitative) and the inductive (qualitative) paradigms.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7076 Practice Management for Health Professionals (PG) (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7076/>) **Legacy Code:** 400736

This unit is aimed to introduce the student to the management issues in establishing and working in a clinical practice. While the unit will cover issues related to health professionals and public sector management, the focus of the unit will be on issues in private practice. The aim of the unit is to introduce the student to a wide range of topics, including an over view of health care funding in Australia, private and public health system, developing a business plan, different business structures, financial management, managing staff and occupational health and safety issues.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7077 Preparation for Postgraduate Study in Business (40 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7077/>) **Legacy Code:** 200942

Preparation for Postgraduate Study in Business complements and extends your prior learning providing advanced preparation in a range of business areas and a foundation for your further postgraduate business studies. An appreciation of the global economy will provide a framework for exploring people and culture as well as managing people in organisations. You will evaluate organisational performance using diverse data and intelligence and by interpreting financial statements. You will also explore essential aspects of financing enterprises and financial markets. This unit will enable you to develop the professional and academic skills necessary for ethical conduct in business and in preparation for advanced study in postgraduate business courses.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7078 Project Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7078/>) **Legacy Code:** 51240

This unit introduces students to the philosophy, tools and techniques for effectively managing projects in an organisation. Participants will be required to apply lessons learned to real-world situations and cases, developing their professional expertise in project management in ways that are relevant to their careers. Topics include organisational strategy and project selection; project definition and criteria of merit; tools and techniques; team leadership and management; development of project plans; estimation of time and resources; risk analysis and management; scheduling and control; resource allocation; project tracking; project closure and review. Participants will be expected to use MS Project as a project management tool.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7079 Purchasing and Materials Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7079/>) **Legacy Code:** 51259

This unit introduces purchasing and materials management through a number of concepts, processes and methods across a number of industry sectors including manufacturing, service and public sector. It covers a range of topics including purchasing strategy, organisational structure and responsibilities, global supply management, supplier selection and evaluation, procurement process, price/cost analysis, purchasing contract arrangements and inventory management. Students will develop an appreciation of theoretical knowledge in purchasing and materials management and applications and systems currently adopted in organisations. The knowledge and skills developed through lectures, case analyses and hands-on exercises will prepare students to manage a range of purchasing and materials management functions in global organisations.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7081 Reward Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7081/>) **Legacy Code:** 200721

This unit enables employment relations professionals to deploy advanced practitioner skills in specific workplace and institutional contexts. The management and the negotiation of reward are emphasised. Innovations such as strategic and total reward strategies are critically examined. These innovations relate to the key issues of market-imperatives and fairness, including the balance between collective and individually-determined reward and reward strategies related to performance.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYA 9000 - Remuneration Theory and Practice

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7082 Risk Management and Decision Making (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7082/>) **Legacy Code:** 301192

This unit introduces decision theory, concepts and techniques applicable in managing projects. These techniques provide the basis for understanding project risks. The risk management process is reviewed in detail and dynamics of applying it in specialisation domains is discussed. The unit also analyses the concept of value and how value management is applied in managing projects. The different approaches of applying value management in different specialisations are discussed.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7083 Security Analysis and Portfolio Theory (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7083/>) **Legacy Code:** 51212

This unit examines the valuation of assets, firms and securities. The focus is on the attempt by active investors to identify mispriced securities through projection of a firm's future cash flows based on pro forma financial statements, translating those projections to values and dividing the firm value among the different security holders of the firm. Students develop their understanding of accounting, finance and economic concepts in this applied unit by building models of a firm and conducting analyses of the equity valuation.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7084 Start-up (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7084/>) **Legacy Code:** 200971

This is a 20 credit point subject over two Quarters, 20 weeks in total, 10 credit points in each Quarter. Developing start-ups and rejuvenating existing businesses are essential for industry and regional development and regeneration. This subject integrates knowledge from the Master of Business Administration (MBA) Program into frameworks for students to experience developing an idea into prototype products and services and start-up businesses.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7085 Strategic Bank Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7085/>) **Legacy Code:** 51173

This unit examines a range of contemporary issues facing financial services firms in the twenty-first century. The unit provides an in-depth examination of changing demands and needs of the various stakeholders of financial services firms and a major emphasis is put on the evaluation and analysis of resulting implications. For each identified issue, major conclusions are drawn and strategies developed to deal with the associated challenges and opportunities for management. Special topics are covered in line with pertinent events in the industry.

**Level:** Postgraduate Coursework Level 7 subject

**Pre-requisite(s):** BUSM 7031

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7086 Strategic Business Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7086/>) **Legacy Code:** 200841

This unit critically examines strategic management processes in various business, industry and economic contexts. Students actively participate in experiential learning focussing on strategic leadership, visioning, situation analysis, objective setting and evaluation. Students apply current strategy models and theories to solving industry-specific problems and scenarios. The teaching methods are application-oriented using a variety of engaging technologies and media which simulate real-world strategic problem-solving.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7087 Strategic Employment Relations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7087/>) **Legacy Code:** 200722

This capstone unit aims for students to acquire the skills, knowledge and understanding of the challenges of managing people strategically in complex and turbulent environments. The unit examines theories on business strategy, strategic management, human resource strategy and industrial relations strategy. The use of knowledge of Human Resource Management and Industrial Relations in strategic analysis and evaluation for transforming the people management function is explained. Management practice is considered through examining ways of acting strategically relative to tendencies for the human resource function to become mired in tactical responses. The tools and techniques for analysing, implementing and evaluating strategy are emphasised.

**Level:** Postgraduate Coursework Level 7 subject

**Incompatible Subjects:** LGYA 8573 - Employment Relations Strategy and Change

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7088 Strategic Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7088/>) **Legacy Code:** 200794

Strategic Management integrates business functional knowledge. The practical approach provides opportunities to use a range of strategic analysis tools and to engage in problem-solving (individually and collaboratively). Simulated strategic decision-making that includes data interpretation and generating options requires exercise of communication, research, and information literacy capabilities. This unit will allow MBA graduates to interpret data, generate strategic options and contribute to strategic decision-making in a number of organisational contexts.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** BUSM 7104 - Strategic Analysis and Decision Making

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7090 Strategic Project Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7090/>) **Legacy Code:** 301193

This unit teaches students the importance of aligning projects with the business strategy. Strategic alignment is a two-way process. Overall business strategy guides project planning, and, in turn, project success drives enterprise strategy. Students understand the bigger-picture goals, how to identify what is being accomplished and why, and how to achieve goals. Other topics include measuring project success and portfolio and program management.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7091 Strategic Technology Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7091/>) **Legacy Code:** 200777

This unit provides participants with an understanding of the diverse and complex issues surrounding the strategic management of technology. Special emphasis will be placed on the basic concepts and theories that will be needed to understand, anticipate, acquire, and use technology strategically for attaining a competitive edge in the market. The unit is of particular relevance to managers, engineers, technologists, and scientists who have, or will have, responsibilities for managing technological change and innovation.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** LGYB 9051 - Strategic Technology Management

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7092 Supply Chain Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7092/>) **Legacy Code:** 200329

With a rapid increase in global trade and increasing customer expectations, firms are under considerable competitive pressure to find cost-effective and creative ways of delivering value to customers. Since the creation of customer value needs to be viewed holistically - from raw material movement from suppliers through to transformation in the factory and then on to distributors and customers - the effective management of the supply chain and related business networks is critical to achieving competitive advantage. Through formal lectures, case study discussions, and assignments, this unit provides the foundational knowledge, tools, and techniques needed to participate in the design, implementation, and management of an effective supply chain.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7093 The Business Environment (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7093/>) **Legacy Code:** 200783

This unit introduces students to different aspects of the business environment so they develop a general understanding of a wide range of topics within the field of commerce. Management, marketing, legal and economic perspectives are explored as components of business structures taking into account the interactions between political, social, and fiscal environments. It is recommended that students undertake this unit in their first quarter of study.

**Level:** Postgraduate Coursework Level 7 subject

**Incompatible Subjects:** LGYA 4461 - Operations Management  
ECON 7001 - Economics (PG) BUSM 7010 - Business Operations Management  
BUSM 7044 - Information for Business  
LGYA 8762 - International Business Environment

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7094 The Contemporary Business Environment (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7094/>) **Legacy Code:** 200820

This unit provides foundational knowledge that is needed to appreciate the complexities involved in managing businesses in an uncertain and complex global setting. Emphasis is placed on the influence of the economic, socio-cultural, political, and technological environments on a business and the need for businesses to adopt a global perspective in formulating and implementing strategic interventions for enhancing competitiveness.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** BUSM 7093 - The Business Environment

**Restrictions:** Please see the Subject Details page for any restrictions for this subject



**BUSM 7097 Time and Quality Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7097/>) **Legacy Code:** 301195

This unit introduces time and quality management using basic planning and quality concepts. The unit will cover concept of planning and critical path methods including Project Evaluation and Review Technique (PERT), Line of Balance (LoB), Resource Management and Network. Relevant time management software is to be introduced in this unit to plan and manage project activities. The unit will also help students to understand and analyse quality system accreditation process and manage scope and changes in a project.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7098 Tourism Management (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7098/>) **Legacy Code:** 200839

This unit considers concepts of tourism management and explores the structure of tourism from a systems approach across an Australian and international context. Consideration is given to the tourist motivation to explore why tourism is undertaken, ranging from the traditional to special interest. The objectives and benefits/risks are considered from each stakeholder's perspective where stakeholders may include relevant government organisations, tour operations, consumers, and service providers throughout the Tourism Supply Chain. Planning of the tourist experience is also explored to provide an improved understanding and management of tourists

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7099 Understanding Contemporary Organisations (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7099/>) **Legacy Code:** 200825

Understanding Contemporary Organisations introduces the theoretical perspectives offered by the disciplines of business and organisation studies to students who have not previously undertaken a business study program. Students will develop their understanding of organisational structure and design and then examine the processes and practices that flow from structure and design. Through this unit, students build an integrated understanding of marketing, finances and people management practices in contemporary organisational settings.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7101 Workplace Management Dynamics (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7101/>) **Legacy Code:** 200725

Workplace interactions are dynamic, fluid and responsive to changing economic, social, political and technological circumstances. Adopting a critical approach, the focus is on the concerns of managers and workers in their day-to-day interactions. Participants will explore the impact of organisational and socio-economic change on organisation stakeholders with emphasis on the impact of the new forms of work and technology, economic developments, workforce diversity, and cross-cultural communication. Dynamics equips business students with the ability to analyse and address a changing business environment, appropriate for careers in Australia and internationally.

**Level:** Postgraduate Coursework Level 7 subject

**Incompatible Subjects:** LGYA 4617 - Dynamics of Workplace Management LGYA 8768 - Managing Diversity

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7105 Business Analytics in Practice (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7105/>) **Legacy Code:** 201019

This unit will explore and analyse ideas and concepts related to business intelligence and advanced analytics in business and broader economic contexts. The ability to identify, gather, extract, and analyse data is vital to organisations. Business analytics uses a variety of software applications to transform such data into useful information that can then be used for constructive decision making, improving operational effectiveness and efficiencies and identifying new business opportunities.

**Level:** Postgraduate Coursework Level 7 subject

**Equivalent Subjects:** MKTG 7002 - Applied Marketing Solutions

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7106 Ethics and Professionalism in Financial Services (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7106/>) **Legacy Code:** 201037

This unit will address the ways in which ethics play a pivotal role in professional behaviour. The process of professionalism is an integral part of management and is responsible for effective decision making. This unit considers the challenges in the financial services environment that require strong ethical values and professional judgement. Ethical decision making is a fundamental requirement of good business practice. This unit will consider the importance of ethics, the FASEA Code of Ethics, how to apply different ethical frameworks for decision making and the meaning of being a professional in financial services. This unit is available as a standalone bridging unit which is accredited by the Financial Adviser Standards and Ethics Authority (FASEA) having met the FASEA curriculum and standards requirements.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 7109 Environmental Management: A Business Perspective (10 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm7109/>) **Legacy Code:** 201081

In this project oriented unit, students apply environmental management concepts within a business context. Students explore a range of practices and strategies to a sustainable business operation, learning why environmental sustainability is the world's most challenging and complex issue. As part of group work projects, students investigate methods and tools to analyse environmental management practices, determine environmental risks, and develop associated mitigation strategies. Additionally environmental management systems and relevant international standards are used to evaluate business environmental performance in real-world cases and emerging environmental management initiatives, such as the circular economy, natural capital accounting, and environmental and social profit and loss.

**Level:** Postgraduate Coursework Level 7 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 9001 Higher Degree Research Thesis - Business Management (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm9001/>) **Legacy Code:** 800043

**Level:** PhD and Research Masters Level 9 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject

**BUSM 9002 Higher Degree Research Thesis - Management (20 Credit Points)**

Subject Details (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/busm9002/>) **Legacy Code:** 800041

**Level:** PhD and Research Masters Level 9 subject

**Restrictions:** Please see the Subject Details page for any restrictions for this subject