

# BUSM 1008 ENTERPRISE LEADERSHIP

**Credit Points** 10

**Legacy Code** 200912

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

**Description** 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.

**School** Business

**Discipline** Business Management

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

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

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

## Restrictions

Note that only students enrolled at WSU Online or Sydney City Campus may register in the WSU Online or Sydney City Campus subjects offered at those locations.

## Learning Outcomes

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

1. Demonstrate skills in verbal and written communication appropriate for multicultural and diverse business and reporting;
2. Identify enterprise design, formation and the business-life cycle using an integrated perspective;
3. Outline the key leadership issues involved in the start-up, growth and reinvigoration of a business;
4. Evaluate key stakeholder roles in enterprise decision-making and the role of leadership in change management;
5. Choose and justify appropriate people and managerial processes and systems for different enterprise problem scenarios.

## Subject Content

- skills for effective business and enterprise Communications including multicultural communication
- approaches to Understanding enterprise leadership in A variety of contexts
- key strategic, Managerial and organisational processes
- innovation and entrepreneurial business processes
- managing and leading groups and teams in multicultural contexts

- managing people processes and systems in High-performing Organisations

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Essay	1,000 words	20	N	Individual
Report	5 Minute individual presentation and 1000 word report summary and reflection	40	N	Individual
Final Exam	800 word written task (4x 200 word short responses)	40	Y	Individual

## WSU Online Trimester 1 Online

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Essay	1000 words	20	N	Individual
Report	Part 1: 5 minute Presentation and 1,000 word report Part 2: 500 word reflection	40	N	Individual
Final Exam	2 hours	40	N	Individual

Teaching Periods

## Summer A

### Online

### Online

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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## Parramatta City - Macquarie St

### Day

**Subject Contact** Pauline Ross ([https://directory.westernsydney.edu.au/search/name/Pauline Ross/](https://directory.westernsydney.edu.au/search/name/Pauline%20Ross/))

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## Autumn

### Bankstown

#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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### Campbelltown

#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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### Online

#### Online

**Subject Contact** Pauline Ross ([https://directory.westernsydney.edu.au/search/name/Pauline Ross/](https://directory.westernsydney.edu.au/search/name/Pauline%20Ross/))

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### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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## Sydney City Campus - Term 1

### Sydney City

#### Day

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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## WSU Online TRI-2

### Wsu Online

#### Online

**Subject Contact** Helen Lambourne ([https://directory.westernsydney.edu.au/search/name/Helen Lambourne/](https://directory.westernsydney.edu.au/search/name/Helen%20Lambourne/))

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## Spring

### Bankstown

#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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### Campbelltown

#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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### Online

#### Online

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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### Parramatta - Victoria Rd

#### Day

**Subject Contact** Ayda Succarie ([https://directory.westernsydney.edu.au/search/name/Ayda Succarie/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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## WSU Online TRI-3

### Wsu Online

#### Online

**Subject Contact** Ildiko Volcz ([https://directory.westernsydney.edu.au/search/name/Ildiko Volcz/](https://directory.westernsydney.edu.au/search/name/Ildiko%20Volcz/))

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## Sydney City Campus - Term 3

### Sydney City

#### Day

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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