

BUSM 7003 APPLIED BUSINESS PROJECT

Credit Points 10

Legacy Code 200798

Coordinator Mahesh Enjeti ([https://directory.westernsydney.edu.au/search/name/Mahesh Enjeti/](https://directory.westernsydney.edu.au/search/name/Mahesh%20Enjeti/))

Description 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.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

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

Students must be enrolled in 2755 Master of Business Administration or 2762 Executive Master of Business Administration and must have successfully completed 100 credit points of MBA subjects.

Assumed Knowledge

This is the Master of Business Administration capstone subject and is recommended to be undertaken in the final quarter of study.

Learning Outcomes

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

1. Critically evaluate a business issue relevant to senior management;
2. Demonstrate a high level of autonomy via self-directed learning in the application of chosen theories and concepts;
3. Implement advanced problem solving and creative thinking skills appropriate to the chosen topic;
4. Evaluate, develop and revise relevant business strategy as needed;
5. Consider the importance and relevance of ethics, corporate sustainability and social responsibility as part of the final outcome.

Subject Content

- identify A Critical business issue that should be attended to by senior management
- apply key theories/frameworks/concepts relevant to their choice of Project
- use Problem-solving and Creative thinking approaches
- undertake decision making processes from An Ethical perspective
- consider corporate sustainability within The context of The Project
- develop and justify recommendations, based on The available evidence and analysis

1. Identify a critical business issue that should be attended to by senior management
2. Apply key theories/frameworks/concepts relevant to their choice of project
3. Use problem-solving and creative thinking approaches
4. Undertake decision making processes from an ethical perspective
5. Consider corporate sustainability within the context of the project
6. Develop and justify recommendations, based on the available evidence and analysis

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
Project proposal: Written professional document and oral presentation	Maximum 1,000 words	40	N	Individual
Project Report: Written professional document	Maximum 2,500 words	60	N	Individual

Prescribed Texts

- Texts and collated readings for previous MBA subjects

Teaching Periods

Quarter 1

Parramatta City - Macquarie St Evening

Subject Contact Laurel Jackson ([https://directory.westernsydney.edu.au/search/name/Laurel Jackson/](https://directory.westernsydney.edu.au/search/name/Laurel%20Jackson/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7003_22-Q1_PC_E#subjects)

Quarter 3

Parramatta City - Macquarie St Evening

Subject Contact Laurel Jackson ([https://directory.westernsydney.edu.au/search/name/Laurel Jackson/](https://directory.westernsydney.edu.au/search/name/Laurel%20Jackson/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7003_22-Q3_PC_E#subjects)