

BUSM 7023 DEVELOPING BUSINESS EXPERTISE

Credit Points 10

Legacy Code 200790

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Description 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.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in 2755 Master of Business Administration, 2757 Graduate Certificate in Business Administration, 2762 Executive Master of Business Administration.

Learning Outcomes

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

1. Demonstrate an understanding of the basic methods of designing and managing internal business processes;
2. Demonstrate independent and interdependent learning in preparation for professional roles in management;
3. Apply aspects of process management to plan and manage changing circumstances;
4. Apply project management skills to achieve organisational objectives;
5. Critically evaluate the importance of introducing and maintaining quality standards from a multi-disciplinary approach.

Subject Content

- process analysis and design
- introduction to Project management
- Understanding Operations, capacity, costs and customers
- implementing and maintaining quality Issues
- business strategy
- value Proposition
- Integrate the relevant theories from prior units studied to identify organisational objectives (business, government, and/or not for profit) within changing circumstances

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 |
|--|--------------------------------|---------|-----------|-----------------------|
| Case Study: Individual Case Assessment 1 | maximum 500 word equivalent | 20 | N | Individual |
| Case Study: Individual Case Assessment 2 | maximum 1,000 words equivalent | 35 | N | Individual |
| Case Study: Individual Case Assessment 3 | maximum 1,500 words equivalent | 45 | N | Individual |

Prescribed Texts

- Collated readings, Texts of previous subjects

Teaching Periods