

# BUSM 7050 INTEGRATED BUSINESS EXPERIENCE 1

**Credit Points** 10

**Legacy Code** 200831

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

**Description** 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.

**School** Business

**Discipline** Business And Management

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

**Level** Postgraduate Coursework Level 7 subject

## Restrictions

Students must be enrolled in a postgraduate Business program. Students enrolled in the 2765 Graduate Certificate of Business must have successfully completed 20 credit points.

## Learning Outcomes

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

1. Identify and evaluate issues that impact on the successful management of an organisation;
2. Demonstrate the skills for critical and reflective thinking as part of strategic planning;
3. Apply knowledge from accounting, economic management, human resource management, operations and marketing perspectives to business;
4. Demonstrate the ability to develop practical solutions for contemporary issues facing business;
5. Reflect and review group and individual performance as part of decision making activities.

## Subject Content

- introduction to contemporary Organisations and contexts
  - Overview of management decision making and policy making
  - assess and analyse The financial Issues facing Organisations
  - assess and analyse human resource management perspectives and impacts
  - assess and analyse The value of customers and Customer focus
  - assess and analyse The management of Operations
  - undertake and Evaluate competitive assessments
  - understand The environmental context of management, including organisational culture, planning and change.
1. Introduction to contemporary organisations and contexts
  2. Overview of management decision making and policy making
  3. Assess and analyse the financial issues facing organisations

4. Assess and analyse human resource management perspectives and impacts
5. Assess and analyse the value of customers and customer focus
6. Assess and analyse the management of operations
7. Undertake and evaluate competitive assessments
8. Understand the environmental context of management, including organisational culture, planning and change.

## 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
Report	1,000 words	30	N	Individual
Report	1,000 words equivalent	30	N	Individual
Report	3,000 words and 15 minutes	40	N	Group

Teaching Periods

## Quarter 1

### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Nelson D'Souza ([https://directory.westernsydney.edu.au/search/name/Nelson D&#x27;Souza/](https://directory.westernsydney.edu.au/search/name/Nelson%20D%27Souza/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7050\\_22-Q1\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-Q1_PC_E#subjects))

## Sydney City Campus Quarter 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/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7050\\_22-SQ1\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-SQ1_SC_D#subjects))

## Quarter 2

### 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=BUSM7050\\_22-Q2\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-Q2_PC_E#subjects))

## Quarter 3

### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Nelson D'Souza ([https://directory.westernsydney.edu.au/search/name/Nelson D&#x27;Souza/](https://directory.westernsydney.edu.au/search/name/Nelson%20D%27Souza/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7050\\_22-Q3\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-Q3_PC_E#subjects))

## Sydney City Campus Quarter 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/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7050\\_22-SQ3\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-SQ3_SC_D#subjects))

## Quarter 4

### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Nelson D'Souza ([https://directory.westernsydney.edu.au/search/name/Nelson D&#x27;Souza](https://directory.westernsydney.edu.au/search/name/Nelson%20D%27Souza/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7050\\_22-Q4\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-Q4_PC_E#subjects))