BUSM 7073 ONE HUNDRED DAYS

Credit Points 10

Legacy Code 200797

Coordinator Sheree Gregory (https://directory.westernsydney.edu.au/search/name/Sheree Gregory/)

Description 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.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Pre-requisite(s) BUSM 7023

Restrictions

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

Learning Outcomes

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

1. Interpret how business problems can have different implications depending on the environment in which they occur;
2. Evaluate the role and importance of internal and external stakeholders;
3. Conduct and execute the fundamentals of human resource management in context of the role of a newly appointed manager;
4. Create, manage and apply communication and public relations strategies as a senior manager;
5. Appraise management decision making during times of change and crisis;
6. Critique and assesses the risks and outcomes of poor decision making;
7. Examine the impact of corporate social responsibility and ethical standards on management decision making.

Subject Content

- analysis of different business environments, such as Consumer business ? retail, manufacturing/industrial, financial services, not for profit and government, to meet set goals and objectives
- Understanding The Roles of Internal and external stakeholders
- applying human resource management and industrial relations
- Utilising communication strategies and public relations Issues
- managing change within The context of corporate social responsibility and Ethical practices

- Crisis management identifying poor decision making and implications of this
- Analysis of different business environments, such as consumer business ? retail, manufacturing/industrial, financial services, not for profit and government, to meet set goals and objectives
- Understanding the roles of internal and external stakeholders
- Applying human resource management and industrial relations
- Utilising communication strategies and public relations issues
- Managing change within the context of corporate social responsibility and ethical practices
- Crisis management Identifying poor decision making and implications of this

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	1,500 word equivalent	40	N	Individual
Report	Maximum 2,000 words	60	N	Individual

Prescribed Texts

- Texts from previous subjects, and a collation of readings, case studies and simulation materials.

Teaching Periods

Quarter 4
Parramatta City - Macquarie St
Evening
Subject Contact Sheree Gregory (https://directory.westernsydney.edu.au/search/name/Sheree Gregory/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7073_22-Q4_PC_E#subjects)