BUSM 1006 ENTERPRISE INNOVATION AND MARKETS

Credit Points 10

Legacy Code 200911

Coordinator Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

Description Enterprise Innovation and Markets introduces students to key concepts, business models and issues surrounding contemporary business. Students will develop an understanding of the private enterprise system and business ownership, the implications of marketing and economics on market structure together with managing innovation. Building on the foundation knowledge of the key principles of markets, students will be able to transfer this knowledge into their subsequent study of specialist areas. The subject also aims to develop students' communication skills by working in teams to enhance their literacy proficiency and enhance their critical thinking in preparation for the more advanced subjects of the degree.

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/) page.

Level Undergraduate Level 1 subject

Learning Outcomes

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

1. Explain contemporary enterprise practices in the marketplace;
2. Evaluate the competitive position of an enterprise in range of business contexts;
3. Examine the economic challenges facing contemporary enterprises;
4. Compare options for assessing business opportunities and innovative practice;
5. Critically analyse innovation in different enterprises.

Subject Content

- dimensions of innovation
- Linking creativity, innovation and Entrepreneurship
- The Marketing environment and Marketing mix
- identifying customers ? segmentation, targeting and positioning
- economics, demand and Supply
- economic decisions and perfect Competition
- Imperfect Competition and Monopoly
- entrepreneurs and business markets
- The entrepreneurial process

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Portfolio	1,000 words equivalency	30	N	Individual
Report	3,500 words	30	N	Group
Final Exam	2 hours	40	N	Individual

Prescribed Texts

- Garlin, F, Hayek, J, Mariyani-Squire, E & Spanjaard, D (comp) 2018, 200911 Enterprise innovation and markets, 5th edn, John Wiley and Sons Australia Pty Limited, Milton Queensland 4064, Australia.
- Garlin, F, Hayek, J, Mariyani-Squire, E & Spanjaard, D (comp) 2016, 200911 Enterprise Innovation and Markets, John Wiley and Sons Australia Pty Limited, Milton Queensland 4064, Australia.

Teaching Periods

Autumn (2022)

Bankstown

Day
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Campbelltown

Day
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Online

Online
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Parramatta City - Macquarie St

Evening
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Day
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WSU Online TRI-1 (2022)

Wsu Online

Online
Subject Contact Karen Harvey (https://directory.westernsydney.edu.au/search/name/Karen Harvey/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1006_22-OT1_OW_O#subjects)

Sydney City Campus - Term 1 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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UEH-Session 1 (2022)
Vietnam
Day
Subject Contact Karen Walsh (https://directory.westernsydney.edu.au/search/name/Karen Walsh/)

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UEH-Session 2 (2022)
Vietnam
Day
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Spring (2022)
Bankstown
Day
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Campbelltown
Day
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Online
Online
Subject Contact Karen Walsh (https://directory.westernsydney.edu.au/search/name/Karen Walsh/)

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Parramatta City - Macquarie St
Evening
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Day
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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WSU Online TRI-3 (2022)
Wsu Online
Online
Subject Contact Lisa Rohanek (https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1006_22-OT3_OW_O#subjects)

Sydney City Campus - Term 3 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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UEH-Session 3 (2022)
Vietnam
Day
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Vietnam Session 1 (2023)
Vietnam
On-site
Subject Contact Karen Walsh (https://directory.westernsydney.edu.au/search/name/Karen Walsh/)

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Autumn (2023)
Bankstown City
On-site
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Campbelltown
On-site
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Online
Online
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Parramatta City - Macquarie St
On-site
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Vietnam Session 2 (2023)

Vietnam
On-site
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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WSU Online TRI-2 (2023)

Wsu Online
Online
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Sydney City Campus - Term 2 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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Spring (2023)
Bankstown City
On-site
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Campbelltown
On-site
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Parramatta City - Macquarie St
On-site
Subject Contact Karen Walsh (https://directory.westernsydney.edu.au/search/name/Karen Walsh/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_23-SPR_PC_1#subjects)

Parramatta External
Online
Subject Contact Neeru Sharma (https://directory.westernsydney.edu.au/search/name/Neeru Sharma/)

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Vietnam Session 3 (2023)
Vietnam
On-site
Subject Contact Karen Walsh (https://directory.westernsydney.edu.au/search/name/Karen Walsh/)

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Sydney City Campus - Term 3 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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