BUSM 1008 ENTERPRISE LEADERSHIP

Credit Points 10

Legacy Code 200912

Coordinator Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

Description Enterprise Leadership begins the development of the understanding of the role and function of business management and enterprise leadership concepts. Enterprise leaders need to balance a range of stakeholder perspectives in dynamic internal and external environments at local and global levels. Students are introduced to people, managerial and organisational processes designed to achieve enterprise leadership. Problem solving scenarios and experiential learning provide students with a foundation to develop personal and professional skills required to effectively manage their careers.

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

Equivalent Subjects BUSM 1038 - Management Dynamics BUSM 1009 - Enterprise Leadership (WSTC)

Incompatible Subjects BUSM 1014 - Introduction to Business Studies

Restrictions

Note that only students enrolled at WSU Online or Sydney City Campus may register in the WSU Online or Sydney City Campus subjects offered at those locations.

Learning Outcomes

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

1. Demonstrate skills in verbal and written communication appropriate for multicultural and diverse business and reporting;
2. Identify enterprise design, formation and the business-life cycle using an integrated perspective;
3. Outline the key leadership issues involved in the start-up, growth and reinvigoration of a business;
4. Evaluate key stakeholder roles in enterprise decision-making and the role of leadership in change management;
5. Choose and justify appropriate people and managerial processes and systems for different enterprise problem scenarios.

Subject Content

- skills for effective business and enterprise Communications including multicultural communication
- approaches to Understanding enterprise leadership in A variety of contexts
- key strategic, Managerial and organisational processes
- innovation and entrepreneurial business processes
- managing and leading groups and teams in multicultural contexts
- managing people processes and systems in High-performing Organisations

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
Essay	1,000 words	20	N	Individual
Report	5 Minute individual presentation and 1000 word report summary and reflection	40	N	Individual
Final Exam	800 word written task (4x 200 word short responses)	40	Y	Individual

External

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
Essay	1000 words	20	N	Individual
Report	Part 1: 5 minute Presentation and 1,000 word report Part 2: 500 word reflection	40	N	Individual
Final Exam	2 hours	40	N	Individual

WSU Online Trimesters

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
Essay	1000 words	20	N	Individual
Part 1: Presentation and Report And Part 2: Reflection	Part 1: 5 minute Presentation and 1,000 word report Part 2: 500 word reflection	40	N	Individual
Final Examination	2 hours	40	N	Individual

Teaching Periods

Summer A (2022)
Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SUA_ON_O#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SUA_PC_D#subjects)

Autumn (2022)
Bankstown
Day
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-AUT_BA_D#subjects)

Campbelltown
Day
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-AUT_CA_D#subjects)

Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-AUT_ON_O#subjects)

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

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Day
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SC1_SC_D#subjects)

WSU Online TRI-2 (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=BUSM1008_22-OT2_OW_O#subjects)

Spring (2022)
Bankstown
Day
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SPR_BA_D#subjects)

Campbelltown
Day
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

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Online
Online
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

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

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Day
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SPR_PC_D#subjects)

Parramatta - Victoria Rd
Day
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SPR_PS_D#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_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/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SC3_SC_D#subjects)

Summer (2022)
Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SUM_ON_2#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-SUM_PC_1#subjects)

WSU Online TRI-1 (2023)
Wsu Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-OT1_OW_2#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-AUT_BK_1#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-AUT_CA_1#subjects)

Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-AUT_ON_2#subjects)

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

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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/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-SC2_SC_1#subjects)

Spring (2023)
Bankstown City
On-site
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-SPR_BK_1#subjects)

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

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

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Parramatta - Victoria Rd
On-site
Subject Contact Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda Succarie/)

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WSU Online TRI-3 (2023)
Wsu Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1008_23-OT3_OW_2#subjects)

Summer (2023)
Online
Online
Subject Contact Pauline Ross (https://directory.westernsydney.edu.au/search/name/Pauline Ross/)

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