BUSM 2040 THE SERVICE ENTERPRISE

Credit Points 10

Legacy Code 200915

Coordinator Reyaz Jeffrey (https://directory.westernsydney.edu.au/search/name/Reyaz Jeffrey/)

Description Modern economies are increasingly service-based. Knowledge and skills in the field of services are required by people operating across various industries and in a range of roles. Business graduates will either work for firms whose central offering is service or be employed by organisations that use service as an integral supporting element in what they do and what they offer. The subject aims to expose students to relevant theory and practices in order to develop their abilities for potential career opportunities in a service environment.

School Business

Discipline Business and Management, Not Elsewhere Classified.

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 2 subject

Equivalent Subjects BUSM 2030 - Managing and Developing Careers BUSM 2041 - Working in Professions MKTG 3011 - Marketing of Services

Restrictions Successful completion of 60 credit points.

Assumed Knowledge

Students should have a foundation knowledge of business markets and enterprise structure.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Research and reflect on opportunities for individual employability in service industries.
2. Develop self-awareness and provide evidence of the skills and knowledge required for employability and career transition.
3. Analyse key services concepts and theories to address practical service situations.
4. Critically evaluate and use information to formulate distinctive strategies for service based businesses.
5. Apply service design thinking principles when solving service based problems

Subject Content

1. What are services? The nature, type and importance of services to the economy.
2. Working in service markets: career opportunities and employee roles.
3. Service delivery: the service encounter, service quality, failure and recovery.
4. Service pricing: managing capacity and demand.
5. Servicescapes, both physical and digital in a global and evolving industry.
6. Introducing design thinking within the service environment.
7. Customer expectations, perceptions and roles.
8. Integrated service marketing.

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	Weekly activities. Top 80% of marks will be used to produce a mark out of 40; 2,000 words equivalency	40	N	Individual
Report	2,000 words equivalency	30	N	Group
Reflection	1,000 words	30	N	Individual

Prescribed Texts

- Western Sydney University (ed) 2018, The Service Enterprise 200915 (Custom Edition eBook), 1st Edition, Pearson Australia

Teaching Periods

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-AUT_BA_D#subjects)

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

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Online
Online
Subject Contact Karina Wardle (https://directory.westernsydney.edu.au/search/name/Karina Wardle/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-AUT_ON_O#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-AUT_PC_E#subjects)

Day
Subject Contact Reyaz Jeffrey (https://directory.westernsydney.edu.au/search/name/Reyaz Jeffrey/)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-UT1_UE_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=BUSM2040_22-OT2_OW_O#subjects)

Sydney City Campus - Term 2 (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=BUSM2040_22-SC2_SC_D#subjects)

UEH-Session 2 (2022)
Vietnam
Day
Subject Contact Reyaz Jeffrey (https://directory.westernsydney.edu.au/search/name/Reyaz Jeffrey/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-UT2_UE_D#subjects)

Spring (2022)
Parramatta City - Macquarie St
Evening
Subject Contact Reyaz Jeffrey (https://directory.westernsydney.edu.au/search/name/Reyaz Jeffrey/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-SPR_PC_E#subjects)

Day
Subject Contact Reyaz Jeffrey (https://directory.westernsydney.edu.au/search/name/Reyaz Jeffrey/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-SPR_PC_D#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2040_22-UT3_UE_D#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_23-UT1_UE_1#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_23-OT1_OW_2#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_23-AUT_BK_1#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_23-AUT_CA_1#subjects)

Online
Online
Subject Contact Karina Wardle (https://directory.westernsydney.edu.au/search/name/Karina Wardle/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_23-AUT_ON_2#subjects)

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

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Vietnam Session 2 (2023)
Vietnam
On-site
Subject Contact Reyaz Jeffrey (https://directory.westernsydney.edu.au/
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Sydney City Campus - Term 2 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://
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timetable/?subject_code=BUSM2040_23-SC2_SC_1#subjects)

Spring (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Karina Wardle (https://
directory.westernsydney.edu.au/search/name/Karina Wardle/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=BUSM2040_23-SPR_PC_1#subjects)

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

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=BUSM2040_23-OT3_OW_2#subjects)