

# BUSM 3011 FRONTIERS OF BUSINESS THEORY AND ANALYSIS

**Credit Points** 10

**Legacy Code** 200574

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

**Description** This subject looks at selected contemporary issues in business, industry and commerce. Each selected issue will be examined in terms of the way in which the problem is defined, competing definitions of the problem, components of the problems and relationships to other contemporary issues. Relevant theoretical perspectives will be examined and evaluated.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** Students must have successfully completed at least 90 credit points of business-related units

## Restrictions

Students must be enrolled in 2787 Bachelor of Business (Advanced Business Leadership), 2789 Bachelor of Business (Advanced Business Leadership) / Bachelor of Laws, 2754 Bachelor of Business and Commerce (Advanced Business Leadership), 2747 Bachelor of Business and Commerce (Advanced Business Leadership) / Bachelor of Laws, 2741 Bachelor of Business and Commerce (Advanced Business Leadership). Students enrolled in 2739/2753 Bachelor of Business and Commerce or 2786 Bachelor of Business may take this subject as an elective with Director of Academic Program (DAP) approval. Students interested in taking this subject as an elective will have to apply to the DAP who will decide whether students fit the category of high potential students. If there are too many applicants, the DAP may rank the applicants and restrict the number of students to an appropriate seminar size.

## Learning Outcomes

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

1. Explore a range of contemporary theoretical and practical business perspectives and tools to manage aspects such as change, uncertainty, technology, innovation, diversity, ethics, etc;
2. Examine how the learning can be relevant in addressing many of the issues and challenges faced by businesses now and into the future;
3. Apply inter-disciplinary perspectives to create a holistic, balanced and sustainable solution to any one chosen contemporary business issue/problem;
4. Demonstrate how as a future leader you may be able to integrate all relevant learning from the subject (both self and peer developed) in a business, political or not for profit environment.

## Subject Content

- identification of The nature of issue
- impact of The issue on business and other stakeholders
- relationship between this and other contemporary Issues
- Competing theoretical frameworks
- methods of investigation, analysis and management

## 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	2,000 words	40	N	Individual
Essay	2,000 words	40	N	Individual
Debate	Weekly	20	N	Individual

### Prescribed Texts

- There is no prescribed textbook for this subject. A reading list and other material will be provided in class as appropriate for the topics to be discussed.

### Teaching Periods

## Autumn (2022)

### Parramatta City - Macquarie St

#### Evening

**Subject Contact** George Lafferty ([https://directory.westernsydney.edu.au/search/name/George Lafferty/](https://directory.westernsydney.edu.au/search/name/George%20Lafferty/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3011\\_22-AUT\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3011_22-AUT_PC_E#subjects))

## Autumn (2023)

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** George Lafferty ([https://directory.westernsydney.edu.au/search/name/George Lafferty/](https://directory.westernsydney.edu.au/search/name/George%20Lafferty/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3011\\_23-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3011_23-AUT_PC_1#subjects))