

BUSM 7050 INTEGRATED BUSINESS EXPERIENCE 1

Credit Points 10

Legacy Code 200831

Coordinator Laurel Jackson ([https://directory.westernsydney.edu.au/search/name/Laurel Jackson/](https://directory.westernsydney.edu.au/search/name/Laurel%20Jackson/))

Description Successful professionals must be able to view issues and problems from multiple perspectives and be able to utilise a range of different skills to make appropriate decisions. This subject introduces this multi-faceted approach to business by taking the knowledge gained in earlier subjects and of the real-world of business and applying this via case studies. Students will be expected to work independently and in syndicate teams to solve common issues facing businesses and policy makers using critical, integrative and creative thinking. It is recommended that this subject be the final subject within the graduate certificate.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program. Students enrolled in the 2765 Graduate Certificate of Business must have successfully completed 20 credit points.

Learning Outcomes

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

1. Identify and evaluate issues that impact on the successful management of an organisation;
2. Demonstrate the skills for critical and reflective thinking as part of strategic planning;
3. Apply knowledge from accounting, economic management, human resource management, operations and marketing perspectives to business;
4. Demonstrate the ability to develop practical solutions for contemporary issues facing business;
5. Reflect and review group and individual performance as part of decision making activities.

Subject Content

- introduction to contemporary Organisations and contexts
 - Overview of management decision making and policy making
 - assess and analyse The financial Issues facing Organisations
 - assess and analyse human resource management perspectives and impacts
 - assess and analyse The value of customers and Customer focus
 - assess and analyse The management of Operations
 - undertake and Evaluate competitive assessments
 - understand The environmental context of management, including organisational culture, planning and change.
1. Introduction to contemporary organisations and contexts
 2. Overview of management decision making and policy making
 3. Assess and analyse the financial issues facing organisations

4. Assess and analyse human resource management perspectives and impacts
5. Assess and analyse the value of customers and customer focus
6. Assess and analyse the management of operations
7. Undertake and evaluate competitive assessments
8. Understand the environmental context of management, including organisational culture, planning and change.

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
Report	1,000 words	30	N	Individual
Report	1,000 words equivalent	30	N	Individual
Report	3,000 words and 15 minutes	40	N	Group

Teaching Periods

Quarter 1 (2022)

Parramatta City - Macquarie St

Evening

Subject Contact Nelson D'Souza ([https://directory.westernsydney.edu.au/search/name/Nelson D'Souza](https://directory.westernsydney.edu.au/search/name/Nelson%20D%27Souza/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_22-Q1_PC_E#subjects)

Sydney City Campus Quarter 1 (2022)

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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Quarter 2 (2022)

Parramatta City - Macquarie St

Evening

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Quarter 3 (2022)

Parramatta City - Macquarie St

Evening

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Sydney City Campus Quarter 3 (2022)

Sydney City

Day

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Quarter 4 (2022)

Parramatta City - Macquarie St

Evening

Subject Contact Nelson D'Souza ([https://directory.westernsydney.edu.au/search/name/Nelson D'Souza](https://directory.westernsydney.edu.au/search/name/Nelson%20D%27Souza/))

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Quarter 1 (2023)

Parramatta City - Macquarie St

On-site

Subject Contact Nelson D'Souza ([https://directory.westernsydney.edu.au/search/name/Nelson D'Souza](https://directory.westernsydney.edu.au/search/name/Nelson%20D%27Souza/))

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Sydney City Campus Quarter 1 (2023)

Sydney City

On-site

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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Quarter 2 (2023)

Parramatta City - Macquarie St

On-site

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Quarter 4 (2023)

Parramatta City - Macquarie St

On-site

Subject Contact Rajul Joshi ([https://directory.westernsydney.edu.au/search/name/Rajul Joshi/](https://directory.westernsydney.edu.au/search/name/Rajul%20Joshi/))

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