

BUSM 1008 ENTERPRISE LEADERSHIP

Credit Points 10

Legacy Code 200912

Coordinator Ayda Succarie (https://directory.westernsydney.edu.au/search/name/Ayda_Succarie/)

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

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.

Item	Length	Percent	Threshold	Individual/Group Task
Essay: an extended written response to a set question	1,000 words	20	N	Individual
Part 1: Presentation and Report (30%) Part 2: Reflection (10%)	5 Minute individual presentation and 1000 word report summary and reflection	40	N	Individual
Written Examination	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.

Item	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

WSU Online Trimester 1 Online

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.

Item	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

WSU Online Trimester 2 Online

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.

Item	Length	Percent	Threshold	Individual/Group Task
Essay	1000 words	20	N	Individual
Part 1: Presentation and Report	Part 1: 5 minute Presentation and 1,000 word report	40	N	Individual
Part 2: Reflection	Part 2: 500 word reflection			
Final Examination	2 hours	40	N	Individual

WSU Online Trimester 3 Online

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.

Item	Length	Percent	Threshold	Individual/Group Task
Essay	1000 words	20	N	Individual
Part 1: Presentation and Report	Part 1: 5 minute Presentation and 1,000 word report	40	N	Individual
Part 2: Reflection	Part 2: 500 word reflection			
Final Examination	2 hours	40	Y	Individual

Teaching Periods

Summer A

Online (Summer A)

Online

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

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

Parramatta City - Macquarie St (Summer A)

Day

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

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Autumn

Bankstown

Day

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

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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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Sydney City Campus - Term 1

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

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WSU Online TRI-2

Wsu Online

Online

Subject Contact Helen Lambourne ([https://directory.westernsydney.edu.au/search/name/Helen Lambourne/](https://directory.westernsydney.edu.au/search/name/Helen%20Lambourne/)) Ildiko Volcz ([https://directory.westernsydney.edu.au/search/name/Ildiko Volcz/](https://directory.westernsydney.edu.au/search/name/Ildiko%20Volcz/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-OT2_OW_O#subjects)

Spring Bankstown

Day

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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/](https://directory.westernsydney.edu.au/search/name/Ayda%20Succarie/))

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Penrith (Kingswood)

Evening

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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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Parramatta - Victoria Rd

Day

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WSU Online TRI-3

Wsu Online

Online

Subject Contact Helen Lambourne ([https://directory.westernsydney.edu.au/search/name/Helen Lambourne/](https://directory.westernsydney.edu.au/search/name/Helen%20Lambourne/)) Ildiko Volcz ([https://directory.westernsydney.edu.au/search/name/Ildiko Volcz/](https://directory.westernsydney.edu.au/search/name/Ildiko%20Volcz/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1008_22-OT3_OW_O#subjects)

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

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