

BUSM 7050 INTEGRATED BUSINESS EXPERIENCE

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 Students will experience active problem-based learning and will be introduced to business models and frameworks that underpin an understanding of how all the elements of a business environment connect and work together. The subject establishes a culture of problem-solving (collaborative) using Harvard-style case discussion and supports the development and application of critical thinking skills. Students will learn how to apply subject material in a real-world scenarios, gaining perspectives on the integrated nature of business. Students will be challenged to work independently and in syndicate teams to develop useful insights about the concepts and principles of making effective business decisions.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program

Assumed Knowledge

Students should have core business domain knowledge.

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

1. Strategy and Competitive Advantage
2. Business Models and Frameworks
3. Marketing Strategy
4. Operations Management Frameworks
5. Innovation, Entrepreneurship, and the Business Canvas
6. Sustainability and Corporate Social Responsibility

7. Business Performance

8. Change 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	Mandatory
Report	1,000 words	30	N	Individual	N
Report	1,500 words equivalent	30	N	Individual	N
Report	3,000 words (G 30%) and 15 minutes (I 10%)	40	N	Group/ Individual	Y

Teaching Periods

Quarter 3 (2024)

Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7050_24-Q3_PC_1#subjects)

Sydney City Campus Quarter 3 (2024)

Sydney City

On-site

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Quarter 4 (2024)

Parramatta City - Macquarie St

On-site

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Quarter 1 (2025)

Parramatta City - Macquarie St

On-site

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Sydney City Campus Quarter 1 (2025)

Sydney City

On-site

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Quarter 2 (2025)

Parramatta City - Macquarie St

On-site

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Quarter 3 (2025)

Parramatta City - Macquarie St

On-site

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Sydney City Campus Quarter 3 (2025)

Sydney City

On-site

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Quarter 4 (2025)

Parramatta City - Macquarie St

On-site

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Hybrid

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7050_25-Q4_PC_3#subjects)