

BUSM 7051 INTEGRATED BUSINESS EXPERIENCE 2

Credit Points 10

Legacy Code 200843

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

Description Successful professionals must be able to view organisational issues from multiple perspectives (range of stakeholders) and levels (from local to international), then be able to utilise a range of different skills to make appropriate decisions. This unit takes this multi-faceted approach by utilising the knowledge gained in earlier units and applying it to case studies. Building on the unit 'Integrated Business Experience 1', an international focus provides participants with the opportunity to consider issues on a broader scale. Students will be expected to work with a group simulation to solve common issues facing organisations and policy makers using critical, integrative and creative thinking.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Pre-requisite(s) BUSM 7050

Restrictions

Students must be enrolled in a postgraduate Business program. Students must have successfully completed 20 credit points of general foundation or core subjects in program 2761 Master of Business Administration.

Learning Outcomes

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

1. Identify and evaluate issues that impact the successful management of an organisation;
2. Demonstrate the skills for critical thinking as part of longer term strategic planning;
3. Apply practical solutions for the contemporary issues facing organisations;
4. Develop business plans that consider the impact of a global economy;
5. Reflect and review group and individual performance as part of decision making activities.

Subject Content

- Overview of Managerial decision making
- processes and skills involved in Assessing and Analysing The financial Issues facing A business
- processes and skills involved in Assessing and Analysing The value of customers
- processes and skills involved in Assessing and Analysing human resource management perspectives and impacts
- consideration of The impact of A ?gglobal marketplace?h on decision making
- implementation of The principles of Scenario testing
- methods for undertaking and Evaluating competitive assessments

- international strat

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
Case Study	1,000 words	40	N	Individual
Reflection	500 words	15	N	Individual
Report	Report – 2,000 words (35%)	45	N	Group
	Presentation 15 minutes (10%)			

Teaching Periods

Quarter 1

Parramatta City - Macquarie St

Weekend

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Day

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Evening

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Sydney City Campus Quarter 1

Sydney City

Day

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UEH Quarter 1

Vietnam

Day

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Quarter 2

Parramatta City - Macquarie St

Weekend

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Sydney City Campus Quarter 2

Sydney City

Day

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UEH Quarter 2

Vietnam

Day

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Quarter 3

Parramatta City - Macquarie St

Day

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Weekend

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Evening

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UEH Quarter 3

Vietnam

Day

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Quarter 4

Parramatta City - Macquarie St

Weekend

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Evening

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Day

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Sydney City Campus Quarter 4

Sydney City

Day

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UEH Quarter 4

Vietnam

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