

BUSM 7117 BUSINESS PROJECT B

Credit Points 10

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Description Business Project B is the second of two integrative capstone subjects. The capstone equips professionals to address contemporary challenges through research and applying knowledge developed in earlier subjects of study. This student-centred subject provides close supervision of research and analytical practices to enhance skill development and capacity to engage with problems confronting organisations, taking account of contexts and multiple stakeholders. Students will have scope to focus on issues that are of particular concern to organisations or interest for their careers. As an integrating subject, it demands participants bring together their knowledge and curiosity to develop recommendations in a format that can showcase their achievements. In Business Project B students complete and report the project proposed in Business Project A.

School Business

Discipline Business Management

Student Contribution Band

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

Level Postgraduate Coursework Level 7 subject

Pre-requisite(s) BUSM 7116

Restrictions

Students must be enrolled in a postgraduate Business program.

Students in program 2761 Master of Business Administration must have completed 80 credit point and must obtain permission from the Director of Academic Program before undertaking this subject.

Students in program 2624 Master of Business (Operations Management) must have completed 40 credit points before undertaking this subject.

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Apply theories, concepts and tools to the challenge faced by the organisation or industry.
2. Present complex ideas in a discipline-relevant or business context using professional communication skills.
3. Develop strategies based on the results of analysis of data considering stakeholder objectives and constraints, such as competitive pressures and regulation that demonstrate respect for ethics and diversity.
4. Develop insights into theory, research practice and challenges of leadership by assessing the significance of recommendations relative to the dynamic and complex nature of organisations in uncertain environments.

Subject Content

Students will work in conjunction with the Subject Coordinator and an academic supervisor who is an academic expert in their area

of specialisation. All projects must be approved by the Subject Coordinator prior to commencing. Each project will involve literature survey, application of theory and techniques, methodological investigation and recommendations. Wherever possible projects should be industry based and directly relevant to the student's area of interest. Students will meet with their Supervisor regularly throughout the study period and with the Subject Coordinator, in a class environment, as defined by the subject guidelines.

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	4000 words	60	N	Individual	Y
Presentatio	10 minute presentation	40	N	Individual	Y