

ECON 1017 THE FUTURE OF BUSINESS

Credit Points 10

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

Description The Future of Business introduces students to the role of business in an evolving global landscape, exploring how organisations create value, adapt to change, and contribute to a social purpose beyond profit. Students examine key business functions and their integration, while engaging with the challenges emerging from the drivers of future business such as digital transformation, sustainability, and social responsibility. Through challenge-based cases and career exploration, students are encouraged to connect personal values and skills with professional goals, preparing them to contribute meaningfully and identify pathways for their own future in business.

School Business

Discipline Economics

Student Contribution Band

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

Level Undergraduate Level 1 subject

Learning Outcomes

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

1. Explain the importance of business as a field study and professional practice
2. Identify the drivers of future business transformation and how business is responding to change
3. Work in teams to explore the functional areas of business and how they integrate to achieve an organisation's goals
4. Explain the value of integrity and accountability in achieving organisational social purpose
5. Explore the connection between personal and professional goals to inform business study choices

Subject Content

- External drivers of future business transformation
- Exploring future careers in business
- The economic, political and social purpose of business
- Business and market forms and features
- Business strategy and planning
- Business functions through the business cycle
- How external forces are transforming business functions
- Integrating business functions to meet organisational purpose
- Revisiting the purpose of business through the lens of integrity and accountability
- Finding your personal/professional future in business