

# ENGR 1023 INTRODUCTION TO ENGINEERING BUSINESS MANAGEMENT (WSTC ASSOCD)

**Credit Points** 10

**Legacy Code** 700114

**Coordinator** Bader Unnisa Mehdi ([https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/](https://directory.westernsydney.edu.au/search/name/Bader%20Unnisa%20Mehdi/))

**Description** This unit will cover aspects of modern engineering business management. This unit of study will provide students an opportunity to look at small, medium and large Engineering businesses and the role of Engineering Associates in those organisations.

**School** Eng, Design & Built Env

**Student Contribution Band** HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Restrictions** Students must be enrolled at Western Sydney University, The College in 7022 Associate Degree in Engineering

## Learning Outcomes

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

1. Describe the functions and nature of modern engineering business management.
2. Define the role, abilities and core competencies of the Engineering Associate in engineering businesses.
3. Evaluate the principles and processes of modern engineering business management and identify key areas of management in small, medium and large Engineering business for further improvement.
4. Integrate and apply the principles of engineering business management to solve complex engineering problems and become effective in the workplace.
5. Explain the internal and external environment of the business and formulate business strategies

## Subject Content

This unit provides engineering students with basic knowledge of engineering business management. The contents of this unit are arranged to provide engineers with an introduction to many of the important topics of management, such as the role of engineers, decision making, human resource management, strategic management, business environment, organizing and leading a business, and control. The weekly contents are described as follows:

1. Introduction to management: roles, functions and organizations
2. The environment and corporate culture
3. Managing in a global environment
4. Ethics, social responsibility and sustainable development
5. Organisational planning and goal setting
6. Strategy formulation and implementation: environmental and internal analyses, and business strategies
7. Managerial decision-making

8. Fundamentals of organising
9. Human resource management
10. Managing diversity
11. Leading and motivation in organizations Marketing
12. Communication and teamwork in organizations
13. Managerial and quality control

## 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 Report	3,000 words	25	N	Group
Oral Presentation	15 minutes	15	N	Group
Online Quizzes x 10	30 minutes each	20	N	Individual
Final Exam – Open Book	2 hours	40	N	Individual

Prescribed Texts

- Samson, D. and Daft, R.L. (2011). Fundamentals of management. South Melbourne, Vic.: Cengage Learning

Teaching Periods

## Quarter 2

### Nirimba Education Precinct

#### Composite

**Subject Contact** Ben Kelley ([https://directory.westernsydney.edu.au/search/name/Ben Kelley/](https://directory.westernsydney.edu.au/search/name/Ben%20Kelley/))

View timetable ([https://classregistration.westernsydney.edu.au/event/timetable/?subject\\_code=ENGR1023\\_22-Q2\\_BL\\_C#subjects](https://classregistration.westernsydney.edu.au/event/timetable/?subject_code=ENGR1023_22-Q2_BL_C#subjects))