

# BUSM 3028 INNOVATION, ENTERPRISE AND SOCIETY

**Credit Points** 10

**Legacy Code** 200917

**Coordinator** Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

**Description** Innovation, Enterprise and Society focuses on forces driving innovation, creativity and technical change at the levels of entrepreneurship, enterprise, economy and society. It also examines the effects of innovation at these various levels. This subject is a professional core subject in the Bachelor of Business. The subject takes a multi-disciplinary approach utilising critical thinking, debates, problem solving, policy analysis and case studies. Students will understand the professional, social, public policy and global networks and systems informing and surrounding innovation. Successful completion of the subject equips students to appreciate the entrepreneurial, political and social dimensions of innovation.

**School** Business

**Discipline** Economics

**Student Contribution Band** HECS Band 4 10cp

Check your fees 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 3 subject

**Restrictions**

Successful completion of 80 credit points.

## Learning Outcomes

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

1. Critically analyse innovation in different enterprise or social contexts.
2. Evaluate the practice and protocols of professional and social networks.
3. Identify opportunities and risks of innovation.
4. Evaluate innovation at a systems or macro level.
5. Analyse the public policy framework surrounding innovation.

## Subject Content

1. Innovation at the business and social enterprise level.
2. Financing new and growing business and social enterprises.
3. The economic and social drivers and effects of innovation.  
? Oligopoly power, cost competition, differences in productivity and interactions between corporations and small competitive firms.  
? The economic and social and cultural effects of long term technical development and technical change.
4. Innovation, public policy and the institutions of science.  
? Innovation clusters and networks.  
? Strategy and communication for innovation.  
? Linking innovation, public policy and science.
5. Financial innovations in context.  
? The causes and effects of innovation in financial products.  
? Innovation at the macro systems level: changing and creating societies to address or avert global social and environmental crises.

## 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
Report	1,500 words	30	N	Individual
Presentation	40 minutes maximum	20	N	Group
Final Exam	2 hours	50	N	Individual

## Online

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
Report	1,500 words	30	N	Individual
Presentation	10 minutes	20	N	Individual
Final Exam	2 hours	50	N	Individual

## WSU Online

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
Report	1 500 words	30	N	Individual
Presentation	10 minutes	20	N	Individual
Final Exam	2 hours	50	N	Individual

Teaching Periods

## Vietnam Session 1 (2024)

### Vietnam

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-UT1\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-UT1_UE_1#subjects))

## Autumn (2024)

### Parramatta City - Macquarie St

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-AUT_PC_1#subjects))

### Parramatta External

#### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-AUT\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-AUT_PX_2#subjects))

## Sydney City Campus - Term 1 (2024)

### Sydney City

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-SC1\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-SC1_SC_1#subjects))

## WSU Online TRI-2 (2024)

### Wsu Online

#### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-OT2\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-OT2_OW_2#subjects))

## Spring (2024)

### Campbelltown

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-SPR\\_CA\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-SPR_CA_1#subjects))

### Parramatta City - Macquarie St

#### On-site

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

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### Parramatta External

#### Online

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## Sydney City Campus - Term 3 (2024)

### Sydney City

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3028\\_24-SC3\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3028_24-SC3_SC_1#subjects))