

BUSINESS, MINOR (0299)

Effective from: 2022

Western Sydney University Minor Code: 0299

Available to students in other Western Sydney University programs?

No

This Business Studies minor provides students with a strong foundation of business knowledge in key areas of management, consumer marketing, human resource management and microeconomics. Students complete practical industry-related activities which develop communication, cultural and analytic skills required to be innovative and responsible team-members and leaders. The Business Minor provides knowledge of the more people-oriented subjects in business. As such it would complement non-business students from humanities, social sciences and psychology programs.

Location

Campus	Attendance	Mode	Advice
Parramatta City		Internal	Program Advice (https://directory.westernsydney.edu.au/search/profile/12177/)

Minor Structure

Students must complete 40 credit points as follows.

Subject	Title	Credit Points
BUSM 1008	Enterprise Leadership	10
MKTG 2010	Customer Experience Fundamentals	10
BUSM 1023	Managing People at Work	10
ECON 1014	Consumers, Firms and Markets	10

Related Programs

Bachelor of Psychology (Honours) (1865) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-psychology-honours/>)