

# BUSM 1006 ENTERPRISE INNOVATION AND MARKETS

**Credit Points** 10

**Legacy Code** 200911

**Coordinator** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

**Description** Enterprise Innovation and Markets introduces students to key concepts, business models and issues surrounding contemporary business. Students will develop an understanding of the private enterprise system and business ownership, the implications of marketing and economics on market structure together with managing innovation. Building on the foundation knowledge of the key principles of markets, students will be able to transfer this knowledge into their subsequent study of specialist areas. The subject also aims to develop students' communication skills by working in teams to enhance their literacy proficiency and enhance their critical thinking in preparation for the more advanced subjects of the degree.

**School** Business

**Discipline** Business Management

**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 1 subject

## Learning Outcomes

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

1. Explain contemporary enterprise practices in the marketplace;
2. Evaluate the competitive position of an enterprise in range of business contexts;
3. Examine the economic challenges facing contemporary enterprises;
4. Compare options for assessing business opportunities and innovative practice;
5. Critically analyse innovation in different enterprises.

## Subject Content

- dimensions of innovation
- Linking creativity, innovation and Entrepreneurship
- The Marketing environment and Marketing mix
- identifying customers ? segmentation, targeting and positioning
- economics, demand and Supply
- economic decisions and perfect Competition
- Imperfect Competition and Monopoly
- entrepreneurs and business markets
- The entrepreneurial process

## 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
Portfolio	1,000 words equivalency	30	N	Individual	Y
Report	3,500 words	30	N	Group	Y
Final Exam	2 hours	40	N	Individual	Y

### Prescribed Texts

- Garlin, F, Hayek, J, Mariyani-Squire, E & Spanjaard, D (comp) 2018, 200911 Enterprise innovation and markets, 5th edn, John Wiley and Sons Australia Pty Limited, Milton Queensland 4064, Australia.
- Garlin, F, Hayek, J, Mariyani-Squire, E & Spanjaard, D (comp) 2016, 200911 Enterprise Innovation and Markets, John Wiley and Sons Australia Pty Limited, Milton Queensland 4064, Australia.

### Teaching Periods

## Vietnam Session 1 (2025)

### Vietnam

#### On-site

**Subject Contact** Karen Walsh (<https://directory.westernsydney.edu.au/search/name/Karen Walsh/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-UT1\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-UT1_UE_1#subjects))

## Surabaya Semester 2 (2025)

### Surabaya

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-IS2\\_SU\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-IS2_SU_1#subjects))

## Autumn (2025)

### Bankstown City

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-AUT\\_BK\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-AUT_BK_1#subjects))

### Campbelltown

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-AUT\\_CA\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-AUT_CA_1#subjects))

## Parramatta City - Macquarie St

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-AUT_PC_1#subjects))

## Parramatta External

### Online

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-AUT\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-AUT_PX_2#subjects))

## Vietnam Session 2 (2025)

### Vietnam

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-UT2\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-UT2_UE_1#subjects))

## WSU Online TRI-2 (2025)

### Wsu Online

### Online

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-OT2\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-OT2_OW_2#subjects))

## Sydney City Campus - Term 2 (2025)

### Sydney City

#### On-site

**Subject Contact** Daniel Townsend (<https://directory.westernsydney.edu.au/search/name/Daniel Townsend/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-SC2\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-SC2_SC_1#subjects))

## Spring (2025)

### Bankstown City

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-SPR\\_BK\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-SPR_BK_1#subjects))

### Campbelltown

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-SPR\\_CA\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-SPR_CA_1#subjects))

## Parramatta City - Macquarie St

#### On-site

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-SPR\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-SPR_PC_1#subjects))

## Parramatta External

### Online

**Subject Contact** Neeru Sharma (<https://directory.westernsydney.edu.au/search/name/Neeru Sharma/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-SPR\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-SPR_PX_2#subjects))

## Vietnam Session 3 (2025)

### Vietnam

#### On-site

**Subject Contact** Karen Walsh (<https://directory.westernsydney.edu.au/search/name/Karen Walsh/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-UT3\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-UT3_UE_1#subjects))

## Sydney City Campus - Term 3 (2025)

### Sydney City

#### On-site

**Subject Contact** Daniel Townsend (<https://directory.westernsydney.edu.au/search/name/Daniel Townsend/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM1006\\_25-SC3\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1006_25-SC3_SC_1#subjects))