

BUSM 1009 ENTERPRISE LEADERSHIP (WSTC)

Credit Points 10

Legacy Code 700252

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 Enterprise Leadership begins the development of the understanding of the role and function of business management and enterprise leadership concepts. Enterprise leaders need to balance a range of stakeholder perspectives in dynamic internal and external environments at local and global levels. Students are introduced to people, managerial and organisational processes designed to achieve enterprise leadership. Problem solving scenarios and experiential learning allow students to develop personal and professional skills required to effectively manage their careers.

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/) page.

Level Undergraduate Level 1 subject

Pre-requisite(s) Students must be enrolled at Western Sydney University The College
Students enrolled in 7065 or 7137 Diploma in Construction Management Extended must have successfully completed BLDG 0001 Academic Skills for Construction Management (WSTC Prep) before enrolling in this subject
Students in programs 7065 or 7102 or 7137 or 7149 or 7165 must have passed 40 credit points from the preparatory subjects listed in the program structure

Equivalent Subjects BUSM 1038 - Management Dynamics BUSM 1008 - Enterprise Leadership BUSM 1018 - Management Dynamics (UWSC)

Restrictions

Students must be enrolled at Western Sydney University, The College.

Students enrolled in extended diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Students enrolled in the combined Diploma/Bachelor programs listed below must pass all College preparatory subjects listed in the program structure before progressing to the Year 2 subjects.

Learning Outcomes

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

1. Demonstrate skills in verbal and written communication appropriate for multicultural and diverse business and reporting.
2. Identify enterprise design, formation and the business-life cycle using an integrated perspective.
3. Outline the key leadership issues involved in the start-up, growth and reinvigoration of a business.
4. Evaluate key stakeholder roles in enterprise decision-making and the role of leadership in change management.

5. Choose and justify appropriate people and managerial processes and systems for different enterprise problem scenarios.

Subject Content

1. Skills for effective business and enterprise communications including multicultural communication.
2. Approaches to understanding enterprise leadership in a variety of contexts.
3. Key strategic, managerial and organisational processes.
4. Innovation and entrepreneurial business processes.
5. Managing and leading groups and teams in multicultural contexts.
6. Managing people processes and systems in high-performing organisations.

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
Quiz	45 min	15	N	Individual	N
Presentatio	3-5 mins	15	N	Individual	N
Report	1250 words	30	N	Individual	N
End-of-session Exam	2 hours	40	Y	Individual	Y

Teaching Periods

Term 2 (2025)

Online

Online

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1009_25-T2_ON_2#subjects)

Parramatta City - Macquarie St

On-site

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1009_25-T2_PC_1#subjects)

Hybrid

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1009_25-T2_PC_3#subjects)