BUSM 1045 CREATIVE ENTERPRISES AND INFORMATION TECHNOLOGIES (WSTC)

Credit Points 10

Coordinator Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

Description With rapidly increasing industry advancements and emerging technologies professionals need to develop a well-rounded skill set, making them adept in today's technology-driven business environment. This subject delivers a combination of information technology, communications and creative concepts that will give you the ability and skills to excel in your future workplace. You will also develop an understanding of audiences from cross-cultural and international perspectives and develop your ability to creatively communicate complex ideas to a variety of stakeholders. Students will develop the ability to not only consider current challenges and opportunities, but also anticipate what the future may require.

School Business

Discipline Business and Management, Not Elsewhere Classified.

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

Restrictions

Students must be enrolled in an existing College Diploma program listed below:

- 7188 Diploma in Culture, Society and Justice
- 7189 Diploma in Health Science
- 7190 Diploma in Business
- 7191 Diploma in Information and Communication Technologies
- 7192 Diploma in Building Design and Construction
- 7193 Diploma in Engineering Studies
- 7194 Diploma in Creative Industries and Communications
- 7195 Diploma in Arts
- 7196 Diploma in Science
- 7197 Diploma in Education Studies

Learning Outcomes

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

1. Identify the different types of creative industries and enterprise structures and how this applies to their chosen career path.
2. Demonstrate an understanding of data visualisation, analytical and communication tools for professional practice
3. Develop a creative concept for a target audience
4. Apply project management practices in a variety of organisational and cultural settings
5. Explain relevant ethical, cultural and legal issues to their chosen profession
6. Identify issues affecting information systems in industry.

Subject Content

- Professional digital literacy (office, design tools, web tools)
- The individuals role in business
- Understanding creative industries
- Data analysis, security, ethics and visualisation
- Introduction to project management
- Creative thinking
- Basic design principles
- Ethical use of AI

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	400 words or equivalent	20	N	Individual	N
Case Study	500 words plus demonstrat	30	N	Individual	N
Applied Project	900 words	30	N	Individual	N
Peer Review	7 min per student (half presentation and half Q&A)	20	N	Group	N

Teaching Periods

Autumn Block 2 (2025)

Bankstown City
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-AB2_BK_1#subjects)

Nirimba Education Precinct
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-AB2_BL_1#subjects)

Penrith (Kingswood)
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-AB2_KW_1#subjects)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-SU1_PC_1#subjects)

Olympic Park
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-AB2_OP_1#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-AB2_PC_1#subjects)

Spring Block 2 (2025)
Bankstown City
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-SB2_BK_1#subjects)

Penrith (Kingswood)
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-SB2_KW_1#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-SB2_PC_1#subjects)

Summer Block 1 (2025)
Bankstown City
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-SU1_BK_1#subjects)

Penrith (Kingswood)
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1045_25-SU1_KW_1#subjects)

Parramatta City - Macquarie St
On-site
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