

BUSM 2040 THE SERVICE ENTERPRISE

Credit Points 10

Legacy Code 200915

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

Description Modern economies are increasingly service-based. Knowledge and skills in the field of services are required by people operating across various industries and in a range of roles. Business graduates will either work for firms whose central offering is service or be employed by organisations that use service as an integral supporting element in what they do and what they offer. The subject aims to expose students to relevant theory and practices in order to develop their abilities for potential career opportunities in a service environment.

School Business

Discipline Sales And Marketing

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 2 subject

Equivalent Subjects BUSM 2030 - Managing and Developing Careers
BUSM 2041 - Working in Professions MKTG 3011 - Marketing of Services

Restrictions Successful completion of 60 credit points.

Assumed Knowledge

Students should have a foundation knowledge of business markets and enterprise structure.

Learning Outcomes

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

1. Research and reflect on opportunities for individual employability in service industries.
2. Develop self-awareness and provide evidence of the skills and knowledge required for employability and career transition.
3. Analyse key services concepts and theories to address practical service situations.
4. Critically evaluate and use information to formulate distinctive strategies for service based businesses.
5. Apply service design thinking principles when solving service based problems

Subject Content

1. What are services? The nature, type and importance of services to the economy.
2. Working in service markets: career opportunities and employee roles.
3. Service delivery: the service encounter, service quality, failure and recovery.
4. Service pricing: managing capacity and demand.
5. Servicescapes, both physical and digital in a global and evolving industry.
6. Introducing design thinking within the service environment.

7. Customer expectations, perceptions and roles.
8. Integrated service marketing.

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	Mandatory Task
Portfolio	2,000 words equivalency	40	N	Individual	Y
Report	2,000 words equivalency	30	N	Group	Y
Reflection	1,000 words	30	N	Individual	Y

Prescribed Texts

- Western Sydney University (ed) 2018, The Service Enterprise 200915 (Custom Edition eBook), 1st Edition, Pearson Australia

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_25-UT1_UE_1#subjects)

WSU Online TRI-1 (2025)

Wsu Online

Online

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Autumn (2025)

Bankstown City

On-site

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Campbelltown

On-site

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Parramatta City - Macquarie St

On-site

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Vietnam Session 2 (2025)

Vietnam

On-site

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Sydney City Campus - Term 2 (2025)

Sydney City

On-site

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Spring (2025)

Parramatta City - Macquarie St

On-site

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WSU Online TRI-3 (2025)

Wsu Online

Online

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

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Vietnam Session 3 (2025)

Vietnam

On-site

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

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