

# BUSM 2040 THE SERVICE ENTERPRISE

**Credit Points** 10

**Legacy Code** 200915

**Coordinator** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

**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/](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**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM2040\\_25-UT1\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_25-UT1_UE_1#subjects))

## WSU Online TRI-1 (2025)

### Wsu Online

**Online**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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## Autumn (2025)

### Bankstown City

**On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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### Campbelltown

**On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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## **Parramatta City - Macquarie St**

### **On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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## **Vietnam Session 2 (2025)**

### **Vietnam**

#### **On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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## **Sydney City Campus - Term 2 (2025)**

### **Sydney City**

#### **On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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## **Spring (2025)**

### **Parramatta City - Macquarie St**

#### **On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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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/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM2040\\_25-OT3\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2040_25-OT3_OW_2#subjects))

## **Vietnam Session 3 (2025)**

### **Vietnam**

#### **On-site**

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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