

BUSM 3027 INNOVATION AND PROFESSIONAL PRACTICE

Credit Points 10

Legacy Code 200919

Coordinator Brandon Gordon ([https://directory.westernsydney.edu.au/search/name/Brandon Gordon/](https://directory.westernsydney.edu.au/search/name/Brandon%20Gordon/))

Description Innovation and Professional Practice uses design thinking to develop participants' capacity to innovate across a range of changing organisational environments and future-oriented work roles. Networking, collaboration and team work around contemporary projects will develop the attitudes and abilities characteristic of ways that professionals lead and contribute to innovation in many contexts. The subject builds on study of organisation and leadership in the Bachelor of Business, and develops participants' innovative thinking through the prism of business acumen. The subject supports work integrated learning approaches that will enable participants to develop portfolio evidence of their professional capacity to lead and participate in sustainable business change.

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 3 subject

Restrictions

Successful completion of 80 credit points. The Spring Composite subject offering is only available to students who have been approved for a student grant under the New Colombo Plan (NCP) Mobility Program. Any non-NCP students who enrol in this offering will be transferred by the School to the relevant Day or Evening offering.

Learning Outcomes

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

1. Critically analyse innovation in different enterprise or social contexts;
2. Engage with and reflect on a work integrated learning activity;
3. Evaluate the practice and protocols of professional and social networks;
4. Utilise design thinking as a tool for analysis in enterprise or professional contexts.

Subject Content

- innovation in contemporary Organisations, including business and social enterprise context
- contemporary work environments and Innovative approaches to designing work Roles for The future
- design thinking as A method for practical and Creative Problem solving
- communicating, engaging and networking in professional contexts
- Pitching for professional impact
- reflection as A tool for contemporary professional practice

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
Case Study	1,000 words	20	N	Individual	Y
Report	Part 1: Project proposal 600 words (10%) / Part 2: Project presentation 10 minutes (10%) / Part 3: Project report 2000 words (40%)	60	N	Group	Y
Reflection	1,000 words	20	N	Individual	Y

Teaching Periods

Autumn (2025)

Bankstown City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3027_25-AUT_BK_1#subjects)

Campbelltown

On-site

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Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3027_25-AUT_PC_1#subjects)

Sydney City Campus - Term 1 (2025)

Sydney City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3027_25-SC1_SC_1#subjects)

WSU Online TRI-2 (2025)

Wsu Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3027_25-OT2_OW_2#subjects)

Spring (2025)

Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3027_25-SPR_PC_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/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3027_25-SC3_SC_1#subjects)