

BUSM 3028 INNOVATION, ENTERPRISE AND SOCIETY

Credit Points 10

Legacy Code 200917

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

Description Innovation, Enterprise and Society focuses on forces driving innovation, creativity and technical change at the levels of entrepreneurship, enterprise, economy and society. It also examines the effects of innovation at these various levels. This subject is a professional core subject in the Bachelor of Business. The subject takes a multi-disciplinary approach utilising critical thinking, debates, problem solving, policy analysis and case studies. Students will understand the professional, social, public policy and global networks and systems informing and surrounding innovation. Successful completion of the subject equips students to appreciate the entrepreneurial, political and social dimensions of innovation.

School Business

Discipline Economics

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.

Learning Outcomes

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

1. Critically analyse innovation in different enterprise or social contexts.
2. Evaluate the practice and protocols of professional and social networks.
3. Identify opportunities and risks of innovation.
4. Evaluate innovation at a systems or macro level.
5. Analyse the public policy framework surrounding innovation.

Subject Content

1. Innovation at the business and social enterprise level.
2. Financing new and growing business and social enterprises.
3. The economic and social drivers and effects of innovation.
? Oligopoly power, cost competition, differences in productivity and interactions between corporations and small competitive firms.
? The economic and social and cultural effects of long term technical development and technical change.
4. Innovation, public policy and the institutions of science.
? Innovation clusters and networks.
? Strategy and communication for innovation.
? Linking innovation, public policy and science.
5. Financial innovations in context.
? The causes and effects of innovation in financial products.
? Innovation at the macro systems level: changing and creating societies to address or avert global social and environmental crises.

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
Report	1,500 words	30	N	Individual	Y
Presentation	40 minutes maximum	20	N	Group	Y
Final Exam	2 hours	50	N	Individual	Y

Online

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
Presentation	1,500 words	20	N	Individual	Y
Essay	10 minutes	30	N	Individual	Y
Final Exam	2 hours	50	N	Individual	Y

WSU Online

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
Report	1500 words	30	N	Individual	Y
Presentation	10 minutes	20	N	Individual	Y
Final Exam	2 hours	50	N	Individual	Y

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

Subject Contact Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3028_25-UT1_UE_1#subjects)

WSU Online TRI-1 (2025)

Wsu Online

Online

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Autumn (2025)

Parramatta City - Macquarie St

On-site

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Parramatta External

Online

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Sydney City Campus - Term 1 (2025)

Sydney City

On-site

Subject Contact Neelam Goela ([https://directory.westernsydney.edu.au/search/name/Neelam Goela/](https://directory.westernsydney.edu.au/search/name/Neelam%20Goela/))

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Vietnam Session 2 (2025)

Vietnam

On-site

Subject Contact Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3028_25-UT2_UE_1#subjects)

Spring (2025)

Campbelltown

On-site

Subject Contact Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3028_25-SPR_CA_1#subjects)

Parramatta City - Macquarie St

On-site

Subject Contact Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

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Parramatta External

Online

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WSU Online TRI-3 (2025)

Wsu Online

Online

Subject Contact Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3028_25-OT3_OW_2#subjects)

Vietnam Session 3 (2025)

Vietnam

On-site

Subject Contact Margaret Moussa ([https://directory.westernsydney.edu.au/search/name/Margaret Moussa/](https://directory.westernsydney.edu.au/search/name/Margaret%20Moussa/))

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