

BUSS1000: Future of Business

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Week 1 Welcome Lecture

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Agenda

1. Overview and introduction
2. Setting the scene
 - Megatrends
 - Wicked Problems
3. Key points from tod <https://eduassistpro.github.io/>

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Overview and introduction

Course details Assignment Project Exam Help

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Who am I?

Joe (Joseph) Boulis

- From the Discipline of International Business,
- BUSS1000 Unit Coordinator for,
- Grew up in sunny Sydney,
- Worked in corporates for many years, both locally and globally, in v
- Founded and managed m <https://eduassistpro.github.io/> business for nearly 3 yea
- Then I started teaching at USYD I
- Afterwards, I got involved with a team developing and launching a new unit BUSS1000
- And here we are ...

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BUSS1000 serves to be the foundation
for both your time at University and
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your career.

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been designed to help you succeed in the key graduate skills required by employers.
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- Reading List (no textbook)
- Announcements
- Ed discussion board
- Assessment
- Assignments
- Unit of study outline

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- <https://www.sydney.edu.au/units/BUSS1000/2022-S2C-ND-CC>
- <https://www.sydney.edu.au/units/BUSS1000/2022-S2C-ND-RE>



Key information (contd.)

- Modules
 - BUSS1000 is structured into 13 different modules to cover in 13 weeks
- We have released modules for Week 1 to Week 5, that is Part 1 “Frameworks and Theories”
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- How to study this
 - Do I know the o <https://eduassistpro.github.io/>
- Assessment (modul
 - Do I know the assessment criteria?
- Our teaching team and their contacts
 - How to contact your tutor?
- Learning support (module 1.6)
- Your tutorial (module 1.11)



- Go through (before your tutorial)
 - Reading materials,
 - Online content (or recorded lecture),
- Read and analyse case study

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- Listen to others,
- Debate and discuss,
- Spend 10mins (after tutorial) and write 5 key takeaways from the week !



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- Online
- Due Week 4
- Mandatory

Overview and introduction

Expectations Assignment Project Exam Help

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How to succeed in BUSS1000

Success in this unit is determined by:

1. The ability to demonstrate business knowledge and problem solving skills
2. Strong application of critical, strategic and cross-disciplinary thinking
3. Effective written an

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This means there are three areas which you need to develop.

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Studying and remembering ‘the stuff’ is only the start ...



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Assessments

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Tutorials

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Lectures + Readings

Source: Bloom's Taxonomy (2017)



Some tips on how to succeed in BUS1000

- Start with studying notes and remembering material
- Practice critical thinking
 - What does this theory mean?
 - Why does it exist?
 - How do I use it?
 - What are the issues?
- Practice writing
 - Writing is an iterative process
 - Your first draft shouldn't be your last draft
 - Sit down, get all your ideas on the page then finesse and sculpt later



What you can expect from this class

This class, and many of your University classes, will ask you to think in new ways and in many ways learn to learn.

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e confusing or even
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This means understanding a concept, how to reference, or even how to read a rubric.



But remember!

- This is a first year University course
- We know how much of a shift this is for you
- We've designed it to make it something you can do
- We've designed it c
- We don't expect yo <https://eduassistpro.github.io/>
- Its OK to say "I don'
- Remember that everyone is starting out
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- **We want to help you succeed!**
- We want you to do well, and we want you to be happy.
- So if you are ever stuck, confused, or frustrated – come and see us.

Setting the scene

Megatrends Assignment Project Exam Help

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What are megatrends?

Megatrends, according to the terms founder, John Naisbitt, are large, transformative proces reach, broad scope, a and dramatic impact' ("Introduction," 2017).

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"Introduction,"

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What are megatrends?



Six specific megatrends that we are discussing this year

1. Impactful technologies
2. Resource Security

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Power Shift
ed Individuals

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Megatrends that we will focus on

- Australian and Global levels
- Direct linkages to the Wicked Problems
(and some overlap)

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weeks focussing on each

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Why are we talking about Megatrends?

- For business, and in turn you, these represent
 - Challenges
 - Opportunities

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trends will define the

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e do know what

Megatrends are shaping our world

- So that's where we are going to start...

Setting the scene

Wicked Problems Assignment Project Exam Help

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What are Wicked Problems?

- Complex social and policy problems
- “The term ‘wicked’ in this context is used, not in the sense of evil, but rather as an issue highly resistant to resolution.”
- Wicked problems are products of Megatrends, but a products of Megatrends
- You can tame wicked problems, but can not solve

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What are Wicked Problems? (examples)

- Clean water shortages
- Food shortages

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- Youth unemployment
- Growth

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- Global security



Five key characteristics of wicked problem

- The problem involves many stakeholders with different values and priorities
- The issue's roots are complex and tangled
- The problem is difficult to solve because it changes with every attempt to address it
- The challenge has no precedent
- There is nothing to indicate the right answer to the problem



How are businesses tackling wicked problems?

- Fairly specific problems
- Many organisations ‘out there’ that look to solve these wicked problems

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- Climate Action Network of Australia, <https://eduassistpro.github.io/>
- Bill and Melinda Foundation and other philanthropic foundations,
- Renewable energy, batteries, electric vehicles, etc.

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Construction underway of large battery on Victoria's Mornington Peninsula. Maoneng



The limitations of talking about Wicked Problems

- They are complex and big – but they are a fixed target
- Governments, individuals and organizations work to solve these problems
- Typically, focussed <https://eduassistpro.github.io/>
- We have to remember these wicked problems are each one manifestation of bigger social trends and shifts
- So we need a way of conceptualizing these bigger social trends and shifts ...

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In PASS, you talk about the material and solve problems creatively
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PASS is confidential what happens in PASS stays in PASS

REGISTRATIONS OPEN IN WEEK 1

<https://sydney.edu.au/students/pass/eligibility-registration.html>

Get in quick before places run out!

BUSS1000

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Don't forget...you will succeed...provided!

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Key points from today

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- Background of BUSS1000 (core unit in UG program),
- Available resources
- How to prepare for
- Megatrends and wi

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What should I do now?

- Remember that we are here to help you succeed,
- Familiarize yourself with Canvas,
- Read through the Unit of Study Outline,
- Reading list, **Assignment Project Exam Help**
- Enter due dates on <https://eduassistpro.github.io/>
- If you have any que ~~following.~~
1. Talk to your Tutor (during the tutorial s
2. Schedule a one-on-one consultation tim
3. Post your queries on “**Ed**” (the discussion forum), and
4. Email me on: joseph.Boulis@sydney.edu.au

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Thank you!

That's all for today

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