



BIOL13084 *Industry Analysis*

Term 1 - 2017

Profile information current as at 01/05/2024 09:01 pm

All details in this unit profile for BIOL13084 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit provides students with the opportunity to analyse in detail the structure and functioning of an agrifood industry or allied industry support sector. Students working individually or in small groups will be taught skills in information gathering, critique and analysis, project management, self-organisation and communication skills. The unit allows students to gain specific, in-depth knowledge of an industry, enterprise or related topic of their choice, and to gain industry specific knowledge which will be valuable when seeking employment in the selected industry sector.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 7

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

BIOL12108 Agricultural Value Chain Management

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2017

- Bundaberg
- Distance
- Rockhampton

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 10%

2. **Written Assessment**

Weighting: 20%

3. **Practical and Written Assessment**

Weighting: 40%

4. **Presentation**

Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Moodle course evaluation

Feedback

Not sure because of the nature of the course material and objectives, it is difficult suggest how the course could be improved. There were no appointed course co-coordinators while Phil was in PNG. So it was difficult to get input into any problems.

Recommendation

The course coordinator role be allocated to an academic who does not have commitments that prevent engagement with the class during semester.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Analyse key areas of industry function in the selected agrifood industry or allied industry support sector.
2. Describe important aspects of the structure of businesses/community sectors relevant to the topic chosen for industry analysis.
3. Appraise aspects of the structure and operation of businesses/community sectors and identify areas where improvement may be possible.
4. Apply project management and time management skills to complete an industry analysis project.

Per NPC1153

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 10%	•	•		
2 - Written Assessment - 20%		•	•	
3 - Practical and Written Assessment - 40%	•	•	•	•
4 - Presentation - 30%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•		•
2 - Problem Solving			•	•
3 - Critical Thinking			•	•
4 - Information Literacy	•	•		
5 - Team Work			•	•
6 - Information Technology Competence				•
7 - Cross Cultural Competence		•	•	
8 - Ethical practice			•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 10%	•			•						
2 - Written Assessment - 20%		•	•							
3 - Practical and Written Assessment - 40%	•	•	•	•	•		•	•		
4 - Presentation - 30%	•		•			•		•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

John Coulombe Unit Coordinator
j.coulombe@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the Course. Guidelines for selection of industry/support sector for analysis.		

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analysis of Queensland and Australian agricultural industry statistics. - focus of the topic is where to look for accurate data and what to look for in analysis of the data.		

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analysis of Global agricultural industry statistics. - focus of the topic is where to look for accurate data and what to look for in analysis of the data.		

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Key attributes of agricultural and support sector industries.		

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Key attributes of agricultural and support sector industries.		Project Proposal Due: Week 5 Friday (7 Apr 2017) 11:45 pm AEST

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to SWOT analysis.		

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
SWOT analysis methodologies		

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

Structural analysis of agricultural industries.

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analysis at the business and supply chain level.		Industry SWOT Analysis Due: Week 9 Friday (12 May 2017) 11:45 pm AEST

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analysis of major trends in Queensland, Australian and Global agricultural industries.		

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analysis of major trends in Queensland, Australian and Global agricultural industries.		Project Report Due: Week 11 Friday (26 May 2017) 11:45 pm AEST

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Summary Presentations will be scheduled in week 12 at times that suit the class.		

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Project Proposal

Assessment Type

Written Assessment

Task Description

You are required to prepare a report (maximum 1000 words) summarising the current status of a selected industry or industry sector. Your report will include the following information:

- Industry value (Queensland, Australia and World figures)
- Industry locations and area (Australia, and Qld if applicable)
- Industry description (key aspects of the structure and functioning of the industry)
- Products and markets
- Focus area for in depth analysis

All sources of data and information should be cited, and referenced using the Harvard referencing style. A detailed description of the assessment task and the assessment rubrik is available on the unit moodle site.

Assessment Due Date

Week 5 Friday (7 Apr 2017) 11:45 pm AEST

Return Date to Students

Week 7 Friday (28 Apr 2017)

Weighting

10%

Minimum mark or grade

40%

Assessment Criteria

The three assessment criteria for this task are:

1. Knowledge of the main features of the selected industry or industry sector
2. Critical analysis and evaluation of the information used
3. Communication in a report format

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Learning Outcomes Assessed

- Analyse key areas of industry function in the selected agrifood industry or allied industry support sector.
- Describe important aspects of the structure of businesses/community sectors relevant to the topic chosen for industry analysis.

Graduate Attributes

- Communication
- Information Literacy

2 Industry SWOT Analysis

Assessment Type

Written Assessment

Task Description

You are required to complete a SWOT analysis (maximum 2000 words) of your selected industry or industry sector. The analysis may be undertaken at a National, State, or district level. A full description of SWOT methodology will be provided in the lectures in weeks 6 and 7, as well as in background literature linked to the course Moodle site. A detailed description of the assessment task and the assessment rubrik is available on the unit moodle site.

Assessment Due Date

Week 9 Friday (12 May 2017) 11:45 pm AEST

Return Date to Students

Week 11 Friday (26 May 2017)

Weighting

20%

Minimum mark or grade

40%

Assessment Criteria

The 3 assessment criteria for the SWOT analysis are:

1. Analysis and interpretation of the information included in the SWOT analysis report
2. Use of the SWOT analysis methodology
3. Communication in an industry report format

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Learning Outcomes Assessed

- Describe important aspects of the structure of businesses/community sectors relevant to the topic chosen for industry analysis.
- Appraise aspects of the structure and operation of businesses/community sectors and identify areas where improvement may be possible.

Graduate Attributes

- Problem Solving

- Critical Thinking

3 Project Report

Assessment Type

Practical and Written Assessment

Task Description

Prepare a report (maximum 4000 words) documenting the strategies used to obtain information on a specific area of interest in your chosen industry, and an analysis of the information gathered in the project. The report may incorporate summarised information from the project proposal and SWOT analysis, but must also incorporate detailed analysis of the specific area of interest identified in the project proposal.

A detailed description of the assessment task and the assessment rubrik is available on the unit moodle site.

Assessment Due Date

Week 11 Friday (26 May 2017) 11:45 pm AEST

Return Date to Students

Review/Exam Week Friday (9 June 2017)

Weighting

40%

Minimum mark or grade

40%

Assessment Criteria

The assessment criteria for the project report are:

1. Knowledge of the chosen aspect of the industry analysed in the project
2. Analysis of the information included in the report
3. Project management skills in acquiring industry information
4. Written communication in an industry report format

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Learning Outcomes Assessed

- Analyse key areas of industry function in the selected agrifood industry or allied industry support sector.
- Describe important aspects of the structure of businesses/community sectors relevant to the topic chosen for industry analysis.
- Appraise aspects of the structure and operation of businesses/community sectors and identify areas where improvement may be possible.
- Apply project management and time management skills to complete an industry analysis project.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

4 Project Presentation

Assessment Type

Presentation

Task Description

The final assessment task for the course is an oral presentation (maximum 20 minutes) to the class. The presentation will include an overview of the selected industry analysed in the course, discussion of opportunities and threats faced by the industry, and summary of the specific aspect of the industry examined in the course.

This assessment task is designed to assess your ability to communicate the outcomes of an industry analysis through a formal presentation to an audience. Oral communication skills are as important in industry as written communication

skills, so it is good experience to develop your communication skills while you complete your degree. The content of your presentation has already been assessed in the course through the other 3 written assessment tasks, so the focus of this task is on the presentation skills themselves and on your understanding of the content you are presenting. As this is an industry presentation, it is appropriate to dress in casual business attire and deliver a presentation that could be understood by an audience of industry representatives (ie it is not a scientific presentation).

A detailed description of the assessment task and the assessment rubrik is available on the unit moodle site.

Assessment Due Date

Presentations will be scheduled in week 12 at times that suit the class.

Return Date to Students

Week 12 Friday (2 June 2017)

Weighting

30%

Minimum mark or grade

40%

Assessment Criteria

The assessment criteria for the project report are:

1. Knowledge of the chosen industry analysed in the project
2. Understanding of content presented
3. Oral communication of industry information
4. Overall presentation (e.g. has the presentation been practiced? Are there errors? Is the presenter respectful of the audience? Did the lecture go overtime? etc.)

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Learning Outcomes Assessed

- Analyse key areas of industry function in the selected agrifood industry or allied industry support sector.
- Describe important aspects of the structure of businesses/community sectors relevant to the topic chosen for industry analysis.
- Appraise aspects of the structure and operation of businesses/community sectors and identify areas where improvement may be possible.
- Apply project management and time management skills to complete an industry analysis project.

Graduate Attributes

- Communication
- Critical Thinking
- Information Technology Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem