



BUSN11018 *Business Improvement Principles*

Term 2 - 2023

Profile information current as at 26/04/2024 02:09 am

All details in this unit profile for BUSN11018 have been officially approved by CQU University 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 is designed to introduce you to the facilitating role of entrepreneurship and innovation in successful business transitions and improvement processes. You will build an understanding of the flow-on effects of these practices on business strategy, structures, employees, organisational design, and business operations. Business plays a significant role in society that is dependent on the acquisition and application of management skills that ensure the business is fit for the future. In this unit, you will reflect on your role in this process as an agent of positive change.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: *12*

Student Contribution Band: *10*

Fraction of Full-Time Student Load: *0.25*

Pre-requisites or Co-requisites

There are no requisites for this unit.

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 2 - 2023

- Online

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 12-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 25 hours of study per week, making a total of 300 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. **Portfolio**

Weighting: Pass/Fail

2. **Reflective Practice Assignment**

Weighting: 50%

3. **Online Test**

Weighting: 50%

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](#).

Unit Learning Outcomes

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

1. Define the critical role of workplace behaviour in achieving organisational outcomes
2. Discuss the dynamic interplay of factors that influence the direction and success of contemporary business
3. Explain the importance of best practice in Business Process Management
4. Discuss the usefulness of accounting information to management
5. Describe marketing principles that drive business profitability and their application to customer acquisition and retention
6. Identify a variety of computational techniques and/or methods to evaluate and analyse business processes
7. Assess the consequential impacts of Entrepreneurship, Innovation and Sustainability (EIS) on business strategy and the structure, people, and organisational design of business operations.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes						
	1	2	3	4	5	6	7
1 - Portfolio - 0%	•	•				•	•
2 - Reflective Practice Assignment - 50%			•				•
3 - Online Test - 50%				•	•		

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes						
	1	2	3	4	5	6	7
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			•				

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)
- Microsoft Teams - camera and microphone

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

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Schedule

Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
What is business process management: Why is it important?	Workbook One - Week One on Moodle	Block One - off the job learning

Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Why is Entrepreneurship, Innovation and Sustainability (EIS) important?	Workbook Two - Week Two on Moodle	Block One - off the job learning

Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Strategy and People	Workbook Three - Week Three on Moodle	Block One - off the job learning

Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
EIS, organisational structure, design, business models and operations.	Workbook Four - Week Four on Moodle	Block One - off the job learning

Week 5 - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Accounting information in the digital age	Workbook Five - Week Five on Moodle	Block One - off the job learning

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
BREAK WEEK	BREAK WEEK	BREAK WEEK

Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Marketing in the digital age	Workbook Six - Week Six on Moodle	Block One - off the job learning Assessment 1 - Portfolio DUE 9:00 Monday 21st August Portfolio assignment Due: Week 6 Monday (21 Aug 2023) 9:00 am AEST

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with mentor	CM55 Workplace Mentor Handbook - Weeks Seven to 12 on Moodle BUSN11018 Workplace Mentor - Weeks Seven to 12 on Moodle Handbook Mentoring Goal Form Weeks Seven to 12 on Moodle	Block Two - on the job training

Week 8 - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with mentor	CM55 Workplace Mentor Handbook - Weeks Seven to 12 on Moodle BUSN11018 Workplace Mentor - Weeks Seven to 12 on Moodle Handbook Mentoring Goal Form Weeks Seven to 12 on Moodle	Block Two - on the job training

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with mentor	CM55 Workplace Mentor Handbook - Weeks Seven to 12 on Moodle BUSN11018 Workplace Mentor - Weeks Seven to 12 on Moodle Handbook Mentoring Goal Form Weeks Seven to 12 on Moodle	Block Two - on the job training Assessment 2 - Reflective Practice DUE 9:00 Monday 11th September Reflective Practice Due: Week 9 Monday (11 Sept 2023) 9:00 am AEST

Week 10 - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with mentor	CM55 Workplace Mentor Handbook - Weeks Seven to 12 on Moodle BUSN11018 Workplace Mentor - Weeks Seven to 12 on Moodle Handbook Mentoring Goal Form Weeks Seven to 12 on Moodle	Block Two - on the job training

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with mentor	CM55 Workplace Mentor Handbook - Weeks Seven to 12 on Moodle BUSN11018 Workplace Mentor - Weeks Seven to 12 on Moodle Handbook Mentoring Goal Form Weeks Seven to 12 on Moodle	Block Two - on the job training

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with mentor	CM55 Workplace Mentor Handbook - Weeks Seven to 12 on Moodle BUSN11018 Workplace Mentor - Weeks Seven to 12 on Moodle Handbook Mentoring Goal Form Weeks Seven to 12 on Moodle	Block Two - on the job training

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
On line test	Workbooks Five and Six	Assessment 3 - On line test OPENS 9:00 Friday 13th October CLOSSES 17:00 Friday 20th October

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
		Online Test Due: Exam Week Friday (20 Oct 2023) 5:00 pm AEST

Term Specific Information

This unit is divided into two six-week blocks. Block One – ‘off the job’ learning, is completed in Weeks One to Six. You will be supported by the university to study six Workbooks and complete related activities. You should complete one Workbook each week and attend organised university workshops online. During the first six weeks you will learn about specific business topics and related systems and technology. You will also identify a workplace problem that you will work towards solving over the year of the CM55 Diploma of Business in the Digital Age course.

Block Two ‘on the job’ training, is completed in Weeks Seven -12. In each week of Block Two your workplace mentor will support you in furthering your understanding of each of the six business topics discussed in Block One and your workplace problem. This understanding will be developed through a combination of knowledge development and practical experience. Throughout each week of Block One you will complete a Mentoring Goal Form which identifies knowledge, skills, and abilities you need to obtain in relation to each topic to assist you to work on your Workplace Problem. The goals developed in Block One should guide what you do each week in the workplace in Block Two. There are no Workbooks developed for Block Two.

Assessment Tasks

1 Portfolio assignment

Assessment Type

Portfolio

Task Description

Throughout this unit the Workbooks studied in weeks one to four prompted you to add personal information and ‘artefacts’ related to your workplace problem to your ePortfolio on Moodle. This assessment item requires you to describe and synthesise this information to demonstrate your achievement of the learning outcomes of this assessment task.

ePortfolio

Attach artefacts to your ePortfolio that demonstrate knowledge and understanding of each of the learning outcomes of this assessment item as they relate to your workplace problem and organisation. For example, to demonstrate the achievement of LO 2. ‘Discuss the dynamic interplay of factors that influence the direction and success of contemporary business’, you might upload an artefact related to one of the four ways an organisation proactively changes to maintain its market share of goods and services it sells. Uploading this information to your ePortfolio was discussed in Workbook One, page 11.

Construct your portfolio in a logical way that demonstrates your ability to synthesise the artefacts you have gathered. You may decide to add ‘folders’ to your portfolio that contain artefacts that relate to each of the learning outcomes for this assessment item or according to the content of Workbooks One to Four, or that reflect different aspects of your workplace problem, or in some other grouping that seems logical to you.

Written component

Write no more than two pages of writing that addresses each of the four learning outcomes of this assessment item. For example, write one paragraph in relation to each learning outcome. You should apply the artefacts you have gathered to your discussion to illustrate a link between the processes, procedures, policies, data and so on (demonstrated in the artefacts) and the goals of an organisation (defined in the learning outcomes). For example, you may have four written paragraphs followed by four tables that identify each artefact that you used to support your discussion. The tables may show the name of the artefact and its location in your ePortfolio. The tables, whilst necessary, are not counted in the written component and can extend to page three or four of this part of the assignment. This document will be uploaded separately on Moodle.

Assessment Due Date

Week 6 Monday (21 Aug 2023) 9:00 am AEST

Return Date to Students**Weighting**

Pass/Fail

Minimum mark or grade

Pass/Fail

Assessment Criteria

The portfolio will be assessed on

- critical analysis of information applicable to a business
- justifications of new technologies for a business
- provided evidence of understand the impacts of entrepreneurship, innovation and sustainability on a business.
- provided evidence of factors that impact on the success of a business

The criteria are non-graded; that is you will be judged to have passed or failed each criterion and therefore the assessment item overall.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit the written component of the assessment via the link provided on Moodle.

Learning Outcomes Assessed

- Define the critical role of workplace behaviour in achieving organisational outcomes
- Discuss the dynamic interplay of factors that influence the direction and success of contemporary business
- Identify a variety of computational techniques and/or methods to evaluate and analyse business processes
- Assess the consequential impacts of Entrepreneurship, Innovation and Sustainability (EIS) on business strategy and the structure, people, and organisational design of business operations.

2 Reflective Practice

Assessment Type

Reflective Practice Assignment

Task Description

You are required to critically reflect on your learning experiences, work practices, and independent research throughout the first nine weeks of the unit. You should reflect on at least three situations that you experienced. Ideally these will be related to a different aspect of your learning such as learning skills through experience and practice, expanding knowledge through interactions and research, or developing attitudes through observation and modelling. These are only suggestions.

For each of these experiences the following cycle of reflective practice should be utilised.

- A description of the experience.
- Your feelings about and reactions to the experience. Have personal values and possible biases impacted your experiences?
- An evaluation of the experience – what went well and what could be improved?
- An analysis of the experience, how did you make sense of the situation? Did you take the perspectives and opinions of others into consideration before you formed a conclusion?
- A conclusion – what have you learnt from the experience?
- An action plan – what are you going to do differently next time? How will this knowledge you have gained during

reflection impact your behaviour in your future work?

You will submit your Reflective Practice assignment in a single document. Think about the structure of the document.

- Use headings to present a well-organised record of your learning.
- Use an overall introduction to the assignment and a conclusion highlighting your main learnings.
- Write formally, using third person language (you may not use the pronouns 'I' and 'my'), avoiding contractions 'do not' instead of 'don't', defining concepts and so on.

Documents to support your Reflective Practice writing are available on Moodle. Comprehensive information about this assessment task is available on Moodle.

Assessment Due Date

Week 9 Monday (11 Sept 2023) 9:00 am AEST

Return Date to Students

Weighting

50%

Assessment Criteria

Your Reflective Practice will be assessed on the following criteria:

- Ability to analyse Business Process management best practices.
- Identification of the impact of Entrepreneurship, Innovation and Sustainability on areas of a business.
- Evidence of critical thinking.
- Demonstration of Problem Based Learning processes.
- Demonstration of reflective communication.
- Demonstration of professional levels of personal literacy.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit the assessment via the link provided on Moodle. Note that the assignment will be checked for original authorship upon submission.

Learning Outcomes Assessed

- Explain the importance of best practice in Business Process Management
- Assess the consequential impacts of Entrepreneurship, Innovation and Sustainability (EIS) on business strategy and the structure, people, and organisational design of business operations.

3 Online Test

Assessment Type

Online Test

Task Description

There will be two parts to the on-line test.

Part A: 15 multiple-choice questions (MCQs). These questions will mostly assess your knowledge and application of facts. Each correct answer is worth 1 mark (15 marks in total). Note that the 15 questions will be allocated randomly to each student from a bank of MCQ developed on the topics covered in Workbooks Five and Six.

Part B: Five (5) short answer questions. These questions will assess your ability to apply knowledge to, for example, analyse, adapt, apply, and interpret. Each answer attracts a maximum of 7 marks (35 marks in total). Please write around 150 words (no more than 200 words) per short answer question. Note that the 5 questions will be allocated randomly to each student from a bank of short answer questions developed on the topics covered in Workbooks Five and Six.

Your responses in Part B do not need to be referenced or cite any sources.

You can go back and change answers unless:

- you click on "FINISH ATTEMPT"
- or the time limit has expired.

To complete this exam, you must NOT USE:

- your Workbooks OR
- any other written or electronic sources of information.

International students may use a translation dictionary.

* At the end of the test click on "FINISH ATTEMPT" to submit your answers. Your answers will not be submitted if you do not do this. The exam is open for seven days, you can start at any time but must complete the exam within three hours. Allow yourself time to check your answers and submit your work before the three hour test limit expires.

Assessment Due Date

Exam Week Friday (20 Oct 2023) 5:00 pm AEST

Return Date to Students**Weighting**

50%

Assessment Criteria

Marks will be awarded for the correct response to multiple choice and short answer questions. Responses are scored based on:

- Correct use of terminology.
- Factual correctness of presented stimulus material.
- Calculations which should include units where relevant.
- Relevance of stated content to the question asked.
- Application of concepts to the question asked.
- Clarity, thoroughness and completeness of explanations.
- Logic of explanations and problem-solving.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Complete and submit the exam via the link provided on Moodle.

Learning Outcomes Assessed

- Discuss the usefulness of accounting information to management
- Describe marketing principles that drive business profitability and their application to customer acquisition and retention

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