BUSN11020 *Business Data and Ethics*
Term 3 - 2023

Profile information current as at 06/05/2024 04:29 am

General Information

Overview

With today's digitisation and technology development, many organisations can collect and consolidate tremendous amounts of data and store them in databases and data warehouses with ease. In this unit, you will use a variety of computational techniques and/or methods to evaluate and analyse "big" data in real time for trends, patterns, classification, relationship, and other useful information. You will learn how to examine data sets for statistical inference, and conduct quantitative analysis, predictive modelling, regression, data mining, and optimisation. In addition, this unit is designed to develop the critical thinking, problem solving and communication skills fundamental to business law. You will demonstrate your ability to analyse legal issues in a business context and apply your legal knowledge to make informed business decisions.

Details

Career Level: *Undergraduate*
Unit Level: *Level 1*
Credit Points: *12*
Student Contribution Band: *7*
Fraction of Full-Time Student Load: *0.25*

Pre-requisites or Co-requisites

BUSN11019 Business Systems and Technology
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 3 - 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. Analyse and reflect on key concepts of business analytics
2. Apply quantitative tools and techniques to analytically identify, examine, investigate and propose solutions to business problems
3. Synthesise data from a variety of sources and develop models to address practical problems in industry
4. Describe the fundamentals of business law that support the analysis of legal issues in a business context
5. Communicate business advice/solutions and business risk management in legal issues commonly encountered within business situations
6. Identify and explain different business structures and liability to business owners and other stakeholders
7. Associate a variety of business systems and technology that are able to evaluate and analyse huge sources of data in real time for trends, patterns, classification, relationship, and other useful information.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Legend:
- — N/A Level
- Introductory Level
- Intermediate Level
- Graduate Level
- Professional Level
- Advanced Level

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)
- Webcam and headset

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 - 06 Nov 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Risk management, law, and technology	Workbook One - Week One on Moodle	Block One (a) - Off the job learning
Week 2 - 13 Nov 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Business ethics, law, and technology	Workbook Two - Week Two on Moodle	Block One (a) - Off the job learning
Week 3 - 20 Nov 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Business structures and personal ethics	Workbook Three - Week Three on Moodle	Block One - Off the job learning
Week 4 - 27 Nov 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Gathering and preparing data	Workbook Four - Week Four on Moodle	Block One - On the job training **Portfolio assignment** Due: Week 4 Friday (1 Dec 2023) 11:00 pm AEST
Vacation Week - 04 Dec 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Week 5 - 11 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with Mentor	CM55 Workplace Mentor Handbook - Block Two on Moodle BUSN11020 Workplace Mentor Handbook - Block Two on Moodle Mentoring Goal Form on Moodle	Block Two - On the job training

Week 6 - 18 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with Mentor	CM55 Workplace Mentor Handbook - Block Two on Moodle BUSN11020 Workplace Mentor Handbook - Block Two on Moodle Mentoring Goal Form on Moodle	Block Two - On the job training

Vacation Week - 25 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 7 - 01 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with Mentor	CM55 Workplace Mentor Handbook - Block Two on Moodle BUSN11020 Workplace Mentor Handbook - Block Two on Moodle Mentoring Goal Form on Moodle	Block Two - On the job training

Week 8 - 08 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Analysing and synthesising data	Workbook Five - Week Five on Moodle	Block Three - Off the job learning

Week 9 - 15 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Using data for decision making	Workbook Six - Week Six on Moodle	Block Three - Off the job learning **Reflective practice** Due: Week 9 Friday (19 Jan 2024) 11:45 pm AEST

Week 10 - 22 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with Mentor	CM55 Workplace Mentor Handbook - Block Two on Moodle BUSN11020 Workplace Mentor Handbook - Block Two on Moodle Mentoring Goal Form on Moodle	Block Three - On the job training

Week 11 - 29 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with Mentor	CM55 Workplace Mentor Handbook - Block Two on Moodle BUSN11020 Workplace Mentor Handbook - Block Two on Moodle Mentoring Goal Form on Moodle	BlockThree- On the job training

Week 12 - 05 Feb 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem and Personal Goals with Mentor	CM55 Workplace Mentor Handbook - Block Two on Moodle BUSN11020 Workplace Mentor Handbook - Block Two on Moodle Mentoring Goal Form on Moodle	Block Three - On the job training **Online test** Due: Week 12 Monday (5 Feb 2024) 11:45 pm AEST

Term Specific Information

This unit is divided into three blocks. Block One – 'off the job' learning is completed in Weeks One to four. The university will support you to study the four Workbooks and complete related activities. You should complete one Workbook each week and attend organised university workshops online. During the first four weeks, you will learn about relevant ethical and legal issues associated with digital businesses. You will also continue to work on your workplace problem that you will work towards solving for the CM55 Diploma of Business in the Digital Age course.

Block Two is weeks 6 and 7, where you will have time to work on your assessments and your workplace problems.

Block Three 'on the job' training is completed in Weeks 8 -12. In this block, you will complete workbooks 5 and 6. You will review and apply data analytics for decision making. The remaining weeks will be dedicated to completed assessment and your workplace problem.

Assessment Tasks

1 Portfolio assignment

Assessment Type
Portfolio

Task Description
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 4. 'Describe the fundamentals of business law that support the analysis of legal issues in a business context', you might upload an artefact related to one current implication of legal changes in your industry. 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 4 Friday (1 Dec 2023) 11:00 pm AEST

Return Date to Students

Weighting
Pass/Fail

Assessment Criteria
The portfolio will be assessed on

- critical analysis of data sources to provide models for business solutions.

- communication of risk management strategies.
- analysis of specific legal implications for particular business structures

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

Learning Outcomes Assessed

- Apply quantitative tools and techniques to analytically identify, examine, investigate and propose solutions to business problems
- Synthesise data from a variety of sources and develop models to address practical problems in industry
- Communicate business advice/solutions and business risk management in legal issues commonly encountered within business situations
- Identify and explain different business structures and liability to business owners and other stakeholders
- Associate a variety of business systems and technology that are able to evaluate and analyse huge sources of data in real time for trends, patterns, classification, relationship, and other useful information.

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 ustilised.
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 Friday (19 Jan 2024) 11:45 pm AEST

Return Date to Students

Weighting
50%

Assessment Criteria
Your Reflective Practice will be assessed on the following criteria:

- ability to communicate legal requirements.
- identification of ethical considerations for a workplace
- evidence of critical and creative thinking skills

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Analyse and reflect on key concepts of business analytics
- Describe the fundamentals of business law that support the analysis of legal issues in a business context
- Communicate business advice/solutions and business risk management in legal issues commonly encountered within business situations
- Identify and explain different business structures and liability to business owners and other stakeholders
- Associate a variety of business systems and technology that are able to evaluate and analyse huge sources of data in real time for trends, patterns, classification, relationship, and other useful information.

3 Online test

Assessment Type
Online Test

Task Description
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
Week 12 Monday (5 Feb 2024) 11:45 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

- Analyse and reflect on key concepts of business analytics
- Apply quantitative tools and techniques to analytically identify, examine, investigate and propose solutions to business problems
- Synthesise data from a variety of sources and develop models to address practical problems in industry
- Describe the fundamentals of business law that support the analysis of legal issues in a business context

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