



# BUSN11020 Business Law, Ethics and Data

## Term 2 - 2024

Profile information current as at 06/12/2024 06:05 pm

All details in this unit profile for BUSN11020 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

With today's digitisation and technology development, many organisations can easily collect and consolidate tremendous amounts of data and store them in databases and data warehouses. In this unit, you will use various computational techniques and/or methods to evaluate and analyse "big" data in real-time for trends, patterns, classification, relationships, and other useful information. You will learn how to examine data sets for statistical inference and conduct quantitative and qualitative analysis, predictive modelling, regression, data mining, and optimisation. You will also use these analyses in relation to evaluating your proposed solution to a workplace problem. In addition, this unit is designed to develop critical thinking, problem-solving and communication skills fundamental to business law, business ethics and the ethical use of data. You will demonstrate your ability to analyse legal and ethical 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

Pre-requisite - BUSN11018 Business Improvement

Pre-requisite - BUSN11019 Business Systems and Technology

Co-requisite - BUSN11021 Business Automation and Improvement Processes

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 - 2024

- 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. **Report**

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](#).

## 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 direct from students

**Feedback**

Review volume of content

**Recommendation**

Revised the content to ensure the authenticity and relevance to the students.

## Unit Learning Outcomes

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

1. Analyse and reflect on key concepts of business analytics, including the ethical use of data
2. Apply quantitative and qualitative tools and techniques to identify, analyse, and investigate data, as well as to assess proposed business problems
3. Describe the fundamentals of business law and ethics that support the analysis of legal issues in a business context
4. Communicate business advice/solutions and business risk management in legal and ethical issues commonly encountered within business situations
5. Identify and explain different business structures and liability to business owners and other stakeholders
6. 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



### Alignment of Assessment Tasks to Learning Outcomes

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

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
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)

## 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

**Desley Pidgeon** Unit Coordinator  
[d.pidgeon@cqu.edu.au](mailto:d.pidgeon@cqu.edu.au)

## Schedule

### Week 1 - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Risk management, law, and technology	Workbook 1	Block A - off the job Training

### Week 2 - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Business ethics, law, and technology	Workbook 2	Block A - off the job Training

### Week 3 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in Workshop	Review of workbook 1 and 2	Block B - on the job training

### Week 4 - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Block C- off the job training
Business structures and personal ethics	Workbook 3	<b>Portfolio assignment</b> Due: Week 4 Friday (1 August 2024) 11:45 pm AEST
		<b>Electronic Portfolio</b> Due: Week 4 Friday (2 Aug 2024) 11:45 pm AEST

### Week 5 - 05 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Review of workbooks 1 to 3	Block D - on the job training

**Vacation Week - 12 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Review of workbooks 1 to 3	Block D - on the job training

**Week 6 - 19 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Gathering and preparing data	Workbook 4	Block E- off the job training

**Week 7 - 26 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Analysing and synthesising data	Workbook 5	Block E- off the job training

**Week 8 - 02 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Using data for decision making	Workbook 6	Block E- off the job training

**Week 9 - 09 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training <b>Reflective practice</b> Due: Week 9 Friday (15 Sept 2024) 11:45 pm AEST <b>Reflective Practice Assessment</b> Due: Week 9 Friday (13 Sept 2024) 11:55 pm AEST

**Week 10 - 16 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training

**Week 11 - 23 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training

**Week 12 - 30 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training <b>Report on Customer Satisfaction Survey</b> Due: Week 12 Friday (4 Oct 2024) 11:45 pm AEST <b>Analytical Report on Customer Satisfaction Survey</b> Due: Week 12 Friday (4 Oct 2024) 11:55 pm AEST

**Review/Exam Week - 07 Oct 2024**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 14 Oct 2024**

Module/Topic	Chapter	Events and Submissions/Topic
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## Term Specific Information

This unit is divided into learning blocks. The off-the-job learning blocks will have workshops covering the content. The university will support you in studying the Workbooks and completing related activities. You should complete relevant Workbook sections each week and attend organised university workshops online. During the term, you will learn about relevant ethical and legal issues associated with digital businesses and apply data analytics for decision-making. 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.

The on-the-job training blocks will have drop-in sessions for you to clarify any assessment or content information. The remaining weeks will be dedicated to completing the assessment and your workplace problem.

## Assessment Tasks

### 1 Electronic Portfolio

#### Assessment Type

Portfolio

#### Task Description

Throughout this unit the Workbooks studied prompted you to add personal information and 'artefacts' related to your workplace problem to your electronic Portfolio that will be uploaded to Moodle. This assessment item requires you to describe and synthesise this information to demonstrate your achievement of the learning outcomes of this assessment task.

electronic Portfolio

Attach artefacts to your electronic Portfolio 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.

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, 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 electronic Portfolio. 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 (2 Aug 2024) 11:45 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 and qualitative tools and techniques to identify, analyse, and investigate data, as well as to assess proposed business problems
- Describe the fundamentals of business law and ethics that support the analysis of legal issues in a business context
- 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.

## Graduate Attributes

# 2 Reflective Practice Assessment

## 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 Friday (13 Sept 2024) 11:55 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, including the ethical use of data
- Communicate business advice/solutions and business risk management in legal and ethical 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.

## Graduate Attributes

# 3 Analytical Report on Customer Satisfaction Survey

## Assessment Type

Report

## Task Description

You are required to analysis the surveys from a customer satisfaction survey. The surveys will be provided to you. You will need to present your finding in a report to the owners of the business. It is expected that you will explain the analytics used and include a recommendation that takes into account ethical considerations of the data. You will be provided with a templated report, with required headings.

## Assessment Due Date

Week 12 Friday (4 Oct 2024) 11:55 pm AEST

## Return Date to Students

## Weighting

50%

## Assessment Criteria

You will be assessed on;

- communication in the workplace of findings
- concepts researched and applied to analysis the data
- evidence of critical analysis.

## Referencing Style

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

## Submission

No submission method provided.

## Learning Outcomes Assessed

- Apply quantitative and qualitative tools and techniques to identify, analyse, and investigate data, as well as to assess proposed business problems
- Communicate business advice/solutions and business risk management in legal and ethical issues commonly encountered within business situations

## Graduate Attributes

## 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