BUSN20020 *Business Internship*

Term 2 - 2019

Profile information current as at 12/10/2024 04:21 pm

All details in this unit profile for BUSN20020 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

A professional internship or work placement provides you with experience in a professional environment relevant to your chosen discipline. The process of combining theoretical knowledge with practical experience will assist you in understanding the relevance of material presented during discipline studies and further expand your professional knowledge and work-readiness with practical experience. Following a detailed application and selection process in the Term prior to your BUSN20020 enrolment term, once you are placed with a host organisation, you will be engaged in work-integrated learning (WIL) while being supported by the School. You will be required to document and reflect on your work placement experiences to assess professional growth, recognise and evaluate your strengths and weaknesses, and develop an action plan for future professional development. You will also undertake an applied research project focusing on a particular workplace issue from your internship host organisation. This unit involves a company placement organised and coordinated by Australian Internships Pty. Ltd., an external company contracted by CQU to manage this aspect of the Internship course for postgraduate Business students. Because of the involvement of the external company, this unit is only available to full-time on-campus international students based on the Melbourne, Sydney and Brisbane campuses. This unit involves some on-campus classes as well as an intensive placement in a host organisation. The unit assessment centres upon an applied research project on a particular aspect of your host organisation’s operations.

Details

Career Level: *Postgraduate*
Unit Level: *Level 9*
Credit Points: *12*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.25*

Pre-requisites or Co-requisites

Pre-requisites: For non-MPA students, successful completion of BUSN20017 Effective Business Communications and BUSN20016 Research in Business; OR For MPA students, successful completion of ACCT20074 Contemporary Accounting Theory, ACCT20075 Auditing and Ethics, and ACCT20080 Ethics and Governance; and No Failures on the student’s Academic Record*, and Must be on track to complete all units (other than BUSN20020) of their course prior to final Term of enrolment. BUSN20020 must be the only unit undertaken in the final Term of enrolment. *Note: Students who have only 1 or 2 Fail results, but have maintained a GPA of 5.0 or above, can apply to the School for an exemption from this pre-requisite. Enrolment in this unit is subject to your successful application through the Postgraduate Business Internship Moodle site early in the term prior to your final term of enrolment. This process will involve lodging a formal application on the Postgraduate Business Internship Moodle site, an examination of your academic record, then interviews with external organisations including possible host organisations. A placement is not guaranteed, but students will be notified of their success or otherwise in plenty of time to enrol in other electives in their final term. Once accepted for placement in a host organisation, students will follow normal office hours for four days per week over 10 consecutive weeks for the work placement component of BUSN20020. In addition to being successfully placed in a host organisation through the Internship Application process (see the Postgraduate Business Internship Moodle site), consent from the the student's Head of Course is required for enrolment in 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 - 2019

- Brisbane
- Melbourne
- Sydney

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 Postgraduate 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. **Written Assessment**
Weighting: 20%
2. **Practical and Written Assessment**
Weighting: 30%
3. **Written Assessment**
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. Apply conceptual and discipline-based knowledge to a professional work role context.
2. Analyse a workplace problem and apply research skills to generate solutions to the problem.
3. Develop communication and interpersonal skills in the workplace.
4. Demonstrate the ability to work professionally and ethically with colleagues in the organisation, clients and other stakeholders.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— 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
1 - Written Assessment - 20%	•	•		
2 - Practical and Written Assessment - 30%	•	•	•	•
3 - Written Assessment - 50%	•	•		

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	∘	∘		
2 - Communication			∘	∘

Graduate Attributes	Learning Outcomes			
	1	2	3	4
3 - Cognitive, technical and creative skills	○	○	○	
4 - Research		○		
5 - Self-management		○	○	○
6 - Ethical and Professional Responsibility	○		○	○
7 - Leadership	○			○
8 - 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
1 - Written Assessment - 20%	○	○	○	○				
2 - Practical and Written Assessment - 30%	○	○		○	○	○	○	
3 - Written Assessment - 50%	○	○	○	○				

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 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Ross Chapman Unit Coordinator
r.chapman@cqu.edu.au

Schedule

Week 1 - Introduction/Overview of Internships and Assessment Overview - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Make sure you have reviewed all Introductory Material and videos on the BUSN20020 Business Internship Moodle site. **Do not attend your Host Company this Week.**	No textbook for this unit.	**Wednesday:** Compulsory on-campus timetabled workshop 10am - 12noon - Meet with your BUSN20020 campus advisor regarding your applied research and other assessments required for this unit. This meeting is **very important** as it describes the assessment requirements for the unit and how you need to integrate your assessments into your workplace activities in your host organisation. Note that your company placement starts on Monday of Week 2 - so this Week 1 class is also important in outlining the requirements and expectations of your placement.

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	

Week 3 - Proposal Discussion and Review - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	**Friday:** Compulsory on-campus timetabled workshop, 10am - 12 noon - Meet with your campus advisor regarding your applied research project proposal and other assessments.This workshop will help you finalise your Project Topic and Assignment 1 structure.

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	Assessment 1 - **Project proposal (20% weighting)** - due at 5.00pm on Friday of this week. **Project Proposal** Due: Week 5 Friday (16 Aug 2019) 5:00 pm AEST

Continue Attending your Host Organisation this week (Uni Vacation Week) - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	

Week 7 - Reflective Essay and Poster Discussion - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	**Friday:** Compulsory on-campus timetabled class 10.00am - 12noon- Meet with project adviser regarding your applied research project, your reflective essay on the internship, and other assessments.

Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	Assessment 2 **- Progress Review, Reflective Learning and Poster (30%weighting) -** due at 5.00pm on Friday of this week. **Reflective Learning Essay and Poster** Due: Week 8 Friday (13 Sept 2019) 5:00 pm AEST

Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation.	No textbook for this unit.	

Week 10 - Final Report and Presentation Discussion and Review - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Monday - Thursday: At your host organisation. **Other Times:** Working on Final Project report.	No textbook for this unit.	**Friday:** Compulsory on-campus timetabled class 10-12noon. Meet with your campus academic adviser regarding your final report and presentation for your applied research project.

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Continue working on your Final Project report.		

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Working on Final Project report.		Assessment 3 **- Major Report (50%weighting)** due at 5.00pm on Friday of this week. **Final Project Report and Presentation** Due: Week 12 Friday (11 Oct 2019) 5:00 pm AEST

Final Report Presentations Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

This week you must submit your presentation slides (see Assessment Details) and give your Final Report Presentation.		**5.00pm Tuesday:** Moodle submission deadline for presentation slides. **Wednesday or Thursday:** From 10.00am - All students must be present on their campus of enrolment for the presentation of their applied research project. Company supervisors are invited to attend the campus for this presentation. Other academics and students will also be in the audience. All audience members may be involved in a peer review of the presentation as well. Campus Advisor will notify students of the selected day.

Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
No Exam in this Unit.		

Assessment Tasks

1 Project Proposal

Assessment Type
Written Assessment

Task Description
Assignment 1: Project Proposal
Due Date: 5.00pm Friday of Week 5 of Term
While your day-to-day work in your host company might be mainly task-related this is your chance to show your company the benefits of bringing in a university postgraduate intern. Your project should focus on the discipline of your enrolled program and should involve a strategic analysis of a problem or issue of relevance to your host company. The purpose of this proposal is to integrate the academic content of your program into a practical problem/issue in your host company and "sell" it to your supervisors/advisors- both in the company and in the University. As such, the proposal should convince both audiences of the importance and relevance of the project, while also assuring them that you can successfully complete the project with suitable outcomes and within the given timeframe.
The proposal should therefore outline the following:

- a brief company background that should include the company structure, market segment and market share, key competitors, etc. (this section can be extended in the final report)
- background to and rationale for the project (i.e., why is it important to the host organisation?);
- the objectives of the project;
- the proposed underlying academic theory/literature to be used to inform the project (should involve a minimum of 10 academic references);
- a time plan for completion of the project; and
- an indication of the information you will have to gather from the organisation to complete the project (this should include appreciation of potential ethical and access issues, depending on what kind of information you may need to gather).

Note that your understanding of relevant literature sources is very important. Ten relevant literature sources, properly referenced and cited will allow a Pass mark. For higher grades, you will need more extensive referencing to relevant literature.
This proposal should have a focus on an issue of some strategic value/importance to your host organisation. This might include, but is not limited to, the following issues:

- Competitor analysis with understanding of relative positioning
- Customer segmentation and needs analysis
- Analysis of the strategic environment of the firm and how it should respond to changes in this environment
- Analysis of production facilities for possible layout improvement;
- Selected product or process investigations with a view to possible improvement recommendations
- An investigation of maintenance programs in the organisation and the possibility of implementing TPM or similar.

You are encouraged to select other topics if these are of value to your host organisation. Please discuss your ideas with your internship and University supervisors/advisors.
The proposal is typically completed a few weeks into the placement, where you can reflect on your activities in light of the theoretical aspects of your program covered in previous courses. You should meet with your academic advisor by Week 3 at the latest to get feedback on your proposal ideas, which will depend on the nature of your work placement. Note that lateness penalties will apply for this assignment. Late submissions (without an approved extension) will be docked 5% of the total available marks per day or part thereof after the submission deadline.

Assessment Due Date
Week 5 Friday (16 Aug 2019) 5:00 pm AEST

Friday August 16 at 5.00pm.

Return Date to Students
Week 7 Monday (2 Sept 2019)

Assessment feedback and marks will be returned to students within 2 weeks of submission deadline.

Weighting
20%

Assessment Criteria
The BUSN20020 Moodle site contains a detailed rubric for Assessment 1 that lists all assessment criteria and marking guidelines.

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Please submit via the BUSN20020 Moodle site.

assessmentOutcome

- Apply conceptual and discipline-based knowledge to a professional work role context.
- Analyse a workplace problem and apply research skills to generate solutions to the problem.

assessmentGradAttribute

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

2 Reflective Learning Essay and Poster

Assessment Type
Practical and Written Assessment

Task Description
Assignment 2 – Reflective Learning Essay and Poster (30%)
Due Date: 5.00pm Friday Week 8 of Term
This assignment will require submission of two separate documents:
1. A Reflective Essay on your Learning from the Internship to date (1,300 - 1,500 words) - this will be an essay in the student's own words outlining their personal learning and professional development from the internship to date. Referencing is not required but can be used if you wish. Please ensure you know what is required in a reflective essay (see resources on the Moodle site and discussed in your on-campus workshop). (Assessment Weighting: 20%)
2. A poster providing an overview of the student's placement and portraying the benefits of the internship. Students should produce an A4 or A3 sized poster with attractive layout including at least the following:

- A photo/picture of the student in their internship role
- An explanation of the student's background and what s/he has been doing on the internship placement
- At least four bullet points outlining the best things about the internship to date, including how the internship has contributed to the student’s career development.

(Assessment Weighting: 10%)

Note that lateness penalties will apply for this assignment. Late submissions (without an approved extension) will be docked 5% of the total available marks per day or part thereof after the submission deadline.

Assessment Due Date
Week 8 Friday (13 Sept 2019) 5:00 pm AEST

5.00pm, Friday September 13

Return Date to Students
Week 10 Friday (27 Sept 2019)

Assessment feedback and marks will be returned to students within 2 weeks of submission.

Weighting
30%

Assessment Criteria
The BUSN20020 Moodle site contains a detailed rubric for Assessment 2 that lists all assessment criteria and marking guidelines.

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Submit via the Moodle Assignment submission site. Ensure submissions are submitted via Turnitin where relevant.

assessmentOutcome

- Apply conceptual and discipline-based knowledge to a professional work role context.
- Analyse a workplace problem and apply research skills to generate solutions to the problem.
- Develop communication and interpersonal skills in the workplace.
- Demonstrate the ability to work professionally and ethically with colleagues in the organisation, clients and other stakeholders.

assessmentGradAttribute

- Knowledge
- Communication
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

3 Final Project Report and Presentation

Assessment Type
Written Assessment

Task Description
Assignment 3 - Major Report, Presentation and AI Progress Reports (50%)
Due Date: 5.00pm Friday of Week 12
All students are required to complete a 3,500 - 4,000 word report (or equivalent) that connects academic theory to the activities undertaken in the internship. This will focus on the applied project that was the subject of the proposal in Assignment 1. It is the intention of the project report, that the student reviews the information collected regarding the company problem or issue, considers this information in light of relevant academic theory, and provides recommendations to the organisation based on this review. It is the aim of this process that the student can demonstrate to the host organisation, how their academic knowledge can add value to the organisation.
The experience of each student will be different because of the variety of organisations Australian Internships work with, the variety of roles undertaken by the student, and the range of different Business programs involved in the internship activity. It is important, therefore, that the project is discussed and clearly scoped in conjunction with your Academic Advisor.
It is expected that a range of academic references will be used to provide a theoretical underpinning to activities that

are conducted in the Placement.
Below are the components that will be used to assess the project report:

- Relevance to your CQU studies to date - you will need to apply relevant academic theory to your internship project. Identify and critique the organisation's activities in terms of the academic theory and make recommendations where relevant.
- Your ability to present a strategic analysis of the particular problem/issue you have selected. This requires you to take a holistic view of the issue and its impact/effect on the organisation's operations and future directions/development.
- Closing the Loop on the Proposal - Given the objectives you set in the proposal, how well did you achieve what you set out to do? If you had to take a different direction from that covered in the proposal, why, and did you still manage to deliver value?
- Academic Research, Referencing and Report Layout - You will need to undertake appropriate research that includes the identification of the problem or issue, outlining the research questions to examine, review of relevant literature, and use of appropriate research method(s). Use this 'new' knowledge you have gained to show how the organisation could improve its operations. Make reference to relevant theory in the report, and ensure the report includes correct citation and referencing using the APA method.
- Recommendations for Management - You will need to describe the industry in which your placement firm operates and think strategically to make recommendations on how the organisation can improve, using the knowledge you have gained in both your time there AND from your Literature Review. Make sure your research problem or questions, your research findings and conclusions, and your recommendations are all logically linked so the reader can understand the connections between these sections. For example, your research findings must be related to your research problem or question; and your recommendations must be related to your research findings.

Total Assessment weighting for written Project report is 40%.
Required Words/ Word Limit for Report: (3500 - 4000 words in total)
Other assessment components:

- Oral Presentation of the Project Results (5%) - The results of the report will be presented by the student to a group of relevant academics, industry personnel and fellow students as part of a Presentation Day organised in Week 13 of the Term. In the presentation, you will need to provide the background to your project and your host organisation as well as a quick summary of your underpinning literature, your research questions and your research methodologies. The most important aspects of the presentation are your research findings, your conclusions and your recommendations. You should treat the presentation as though it was a proposal for a board of independent directors making decisions about funding allocation for your recommendations. 20mins presentation plus 5-10mins Q&A. Maximum 10-15 slides.
- A further 5% of total assessment will be based upon the Progress Reports provided by your host company, collated by AI and delivered to the BUSN20020 Unit Coordinator at the end of the placement period.

Note that lateness penalties will apply for this assignment. Late submissions (without an approved extension) will be docked 5% of the total available marks per day or part thereof after the submission deadline.
Presentation: Due on Wed or Thursday of Week 13 (see emails from Unit Coordinator).
Due Date for Written Report: 5.00pm Friday of Week 12
Due Date for Uploading Slides for Presentation: Tuesday of Week 13.

Assessment Due Date
Week 12 Friday (11 Oct 2019) 5:00 pm AEST

Friday June 7 at 5.00pm.

Return Date to Students

Assessment feedback and marks will be returned to students within 2-3 weeks of submission, unless delayed by School grading requirements.

Weighting
50%

Assessment Criteria
The BUSN20020 Moodle site contains a detailed rubric for Assessment 3 that lists all assessment criteria and marking guidelines.

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Submit via the Moodle Assignment submission site. Ensure submissions are submitted via Turnitin where relevant.

assessmentOutcome

- Apply conceptual and discipline-based knowledge to a professional work role context.
- Analyse a workplace problem and apply research skills to generate solutions to the problem.

assessmentGradAttribute

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

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