



BUSN20020 *Business Internship*

Term 1 - 2021

Profile information current as at 25/04/2024 03:28 pm

All details in this unit profile for BUSN20020 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

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 1 - 2021

- 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. Written Assessment

Weighting: 50%

3. Practical and Written Assessment

Weighting: 30%

Assessment Grading

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

CQUniversity Policies

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

You may wish to view these policies:

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

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

Previous Student Feedback

Feedback, Recommendations and Responses

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

Feedback from Previous student evaluation reports and informal feedback during T1 2020

Feedback

Several students have commented in various terms over the last few years that they would like more information, examples, guidance on the research project assignment task.

Recommendation

It is recommended that the weekly (Friday) zoom consultation sessions initiated in T1 2020 are continued. In this way, interested students can ask questions and get feedback on how they can complete the required assessment components for their identified company problem/challenge.

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



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			○	○
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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

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Schedule

Week 1 - Introduction/Overview of Internships and Assessment Overview - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
<p>Make sure you have reviewed all Introductory Material and videos on the BUSN20020 Business Internship Moodle site.</p> <p>Do not attend your Host Company this Week.</p> <p>Overview of Structural Characteristics and alignment to Strategy.</p> <p>Key concepts in structural Design:</p> <ol style="list-style-type: none">1. Formalisation2. Centralisation3. Complexity <p>Mintzberg's Structural Configurations and Key parts and coordination mechanisms</p>	<p>Mintzberg, H. (1981): Organisational Design, Fashion or Fit? Harvard Business Review, January, pp 103-116</p> <p>Daft, R. (2019) Organization Theory and Design, 12th edn, SouthWestern. Ch 1</p> <p>Bolman, L. and Deal, T (2017) Reframing Organizations: Artistry, Choice and Leadership, 6th edn, John Wiley & Sons, San Francisco, Ch 4</p> <p>Robbins, S.P. and Barnwell, N (2010) <i>Organisation Theory: Concepts and cases</i> applies, Pearson. Chps 4-9</p>	<p>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. This session also addresses the key literature and models necessary for the first assignment in which you analyse your host company. 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.</p>

Week 2: Attendance at Host and Continued Preparation - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Monday - Thursday: Attend your first week at your host organisation.
Friday: Continuing discussion of structural analysis and Environment assessment: Classifying environment typologies and alignment to structure.

Mintzberg, H. (1981): Organisational Design, Fashion or Fit? Harvard Business Review, January, pp 103-116
 Daft, R. (2019) Organization Theory and Design, 12th edn, SouthWestern. Ch 1
 Bolman, L. and Deal, T (2017) Reframing Organizations: Artistry, Choice and Leadership, 6th edn, John Wiley & Sons, San Francisco, Ch 4

Continue to review structural and environment literature.

Week 3 - Proposal Discussion and Review - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
<p>Monday - Thursday: At your host organisation. Friday: Continuing discussion of structural analysis and Environment assessment: Classifying environment typologies and alignment to structure.</p>	<p>Mintzberg, H. (1981): Organisational Design, Fashion or Fit? Harvard Business Review, January, pp 103-116 Daft, R. (2019) Organization Theory and Design, 12th edn, SouthWestern. Ch 1 Bolman, L. and Deal, T (2017) Reframing Organizations: Artistry, Choice and Leadership, 6th edn, John Wiley & Sons, San Francisco, Ch 4</p>	<p>Friday: 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. This session also addresses the key literature and models necessary for the first assignment in which you analyse your host company. You will need to bring in a one-page description of the organisational analysis and applied research project you plan to undertake in your host company.</p>

Week 4 - Company Attendance - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
<p>Monday - Thursday: At your host organisation. Friday: Ongoing research.</p>	<p>Mintzberg, H. (1981): Organisational Design, Fashion or Fit? Harvard Business Review, January, pp 103-116 Daft, R. (2019) Organization Theory and Design, 12th edn, SouthWestern. Ch 1 Bolman, L. and Deal, T (2017) Reframing Organizations: Artistry, Choice and Leadership, 6th edn, John Wiley & Sons, San Francisco, Ch 4</p>	<p>Organisational Analysis and Project Proposal Due: Week 5 Friday (9 Apr 2021) 6:00 pm AEST</p>

Week 5 - 05 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
<p>Monday - Thursday: At your host organisation. Friday: Consultation session.</p>	<p>No required readings for this week.</p>	<p>Friday: Friday: Compulsory on-campus timetabled consultation, normally 11am - 12 noon, but check with your timetable. Meet with your campus advisor regarding your applied research project proposal and other assessments. Ongoing discussion of internship experiences.</p> <p>Organisational Analysis and Project Proposal Due: Week 5 Friday (9 Apr 2021) 6:00 pm AEST</p>

Continue Attending your Host Organisation this week (Uni Vacation Week) - 12 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Monday - Thursday: At your host organisation.
Friday: Ongoing research.

Week 6 - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
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<p>Monday - Thursday: At your host organisation. Friday: Ongoing research.</p>	<p>Structural readings and self-directed cognate literature research.</p>	<p>Major Project Report Due: Week 10 Friday (21 May 2021) 6:00 pm AEST</p>
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Week 7: Organisational Analysis - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
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<p>Monday - Thursday: At your host organisation. Friday: Consultation Session</p>	<p>Structural readings and self-directed cognate literature research.</p>	<p>Friday: Compulsory on-campus timetabled class normally 10am - 12 noon but check with your timetable. Meet with project adviser regarding your applied research project, and in particular the discipline specific analysis based on your major field of study. Ongoing discussion of internship experiences that can be used in your reflective essay.</p> <p>Major Project Report Due: Week 10 Friday (21 May 2021) 6:00 pm AEST</p>
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Week 8: Consultation - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
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<p>Monday - Thursday: At your host organisation. Friday: Consultation</p>	<p>Structural readings and self-directed cognate literature research.</p>	<p>Friday: Compulsory on-campus timetabled consultation, normally 11am - 12 noon, but check with your timetable. Meet with your campus advisor regarding your applied research project proposal and other assessments.</p> <p>Major Project Report Due: Week 10 Friday (21 May 2021) 6:00 pm AEST Reflective Learning Essay, Poster and Presentation Due: Review/Exam Week Friday (11 June 2021) 6:00 pm AEST</p>
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Week 9 - 10 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Argyris, M. and Schön, D. (1974) Theory in Practice. Increasing professional effectiveness, San Francisco: Jossey-Bass

Cox, E. (2005), Adult learners learning from experience: using a reflective practice model to support work-based learning, *Reflective Practice*, 6(4): pp. 459-472

Eraut, M. (1994), *Developing Professional Knowledge and Competence*, Falmer, London.

Gray, D.E. (2007), "Facilitating management learning: developing critical reflection through reflective tools", *Management Learning*, 38(5): pp. 495-517.

Helyer, R. (2015). Learning through reflection: the critical role of reflection in work-based learning (WBL), *Journal of Work-Applied Management*, 7(1): pp.15-27

Kolb, D. (1984), *Experiential Learning: Experience as the Source of Learning and Development*, Prentice-Hall, London.

Paterson, C. and Chapman, J. (2013). Enhancing skills of critical reflection to evidence learning in professional practice, *Physical Therapy in Sport*, 14(3): pp 133-138

Revans, R. (2011), *ABC of Action Learning*, Gower Publishing Ltd, Surrey.

Schon, D. (1991) *The Reflective Practitioner: How Professionals Think and Act*. Oxford: Avebury.

Finalisation of Report
Reflection preparation via readings

Major Project Report Due: Week 10 Friday (21 May 2021) 6:00 pm AEST
Reflective Learning Essay, Poster and Presentation Due: Review/Exam Week Friday (11 June 2021) 6:00 pm AEST

Monday - Thursday: At your host organisation.

Friday: Continuing Research and Preparation

Week 10 Reflection Preparation - 17 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Argyris, M. and Schön, D. (1974) Theory in Practice. Increasing professional effectiveness, San Francisco: Jossey-Bass

Cox, E. (2005), Adult learners learning from experience: using a reflective practice model to support work-based learning, *Reflective Practice*, 6(4): pp. 459-472

Eraut, M. (1994), *Developing Professional Knowledge and Competence*, Falmer, London.

Gray, D.E. (2007), "Facilitating management learning: developing critical reflection through reflective tools", *Management Learning*, 38(5): pp. 495-517.

Helyer, R. (2015). Learning through reflection: the critical role of reflection in work-based learning (WBL), *Journal of Work-Applied Management*, 7(1): pp.15-27

Kolb, D. (1984), *Experiential Learning: Experience as the Source of Learning and Development*, Prentice-Hall, London.

Paterson, C. and Chapman, J. (2013). Enhancing skills of critical reflection to evidence learning in professional practice, *Physical Therapy in Sport*, 14(3): pp 133-138

Revans, R. (2011), *ABC of Action Learning*, Gower Publishing Ltd, Surrey.

Schon, D. (1991) *The Reflective Practitioner: How Professionals Think and Act*. Oxford: Avebury.

Monday - Thursday: At your host organisation.

Friday: Continuing Research and Preparation

Friday: Compulsory on-campus timetabled class normally 10am - 12 noon but check with your timetable. Review of Reflection process: Linking critical incident to key learnings. Clarification of expectations of the reflection assignment, poster and presentation.

Major Project Report Due: Week 10 Friday (21 May 2021) 6:00 pm AEST
Reflective Learning Essay, Poster and Presentation Due: Review/Exam Week Friday (11 June 2021) 6:00 pm AEST

Week 11 Consultation. - 24 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Argyris, M. and Schön, D. (1974) Theory in Practice. Increasing professional effectiveness, San Francisco: Jossey-Bass

Cox, E. (2005), Adult learners learning from experience: using a reflective practice model to support work-based learning, *Reflective Practice*, 6(4): pp. 459-472

Eraut, M. (1994), *Developing Professional Knowledge and Competence*, Falmer, London.

Gray, D.E. (2007), "Facilitating management learning: developing critical reflection through reflective tools", *Management Learning*, 38(5): pp. 495-517.

Helyer, R. (2015). Learning through reflection: the critical role of reflection in work-based learning (WBL), *Journal of Work-Applied Management*, 7(1): pp.15-27

Kolb, D. (1984), *Experiential Learning: Experience as the Source of Learning and Development*, Prentice-Hall, London.

Paterson, C. and Chapman, J. (2013). Enhancing skills of critical reflection to evidence learning in professional practice, *Physical Therapy in Sport*, 14(3): pp 133-138

Revans, R. (2011), *ABC of Action Learning*, Gower Publishing Ltd, Surrey.

Schon, D. (1991) *The Reflective Practitioner: How Professionals Think and Act*. Oxford: Avebury.

Friday: Consultation

Friday: Compulsory on-campus timetabled consultation, normally 11am - 12 noon, but check with your timetable.
Meet with your campus advisor regarding your reflection essay and presentation due next week.

Reflective Learning Essay, Poster and Presentation Due: Review/Exam Week Friday (11 June 2021) 6:00 pm AEST

Week 12: Presentations - 31 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
Presentation of Internship experiences and learnings.		<p>Friday: Compulsory on-campus timetabled workshop. Presentation of key learnings from the Internship. Each student will be allocated a 10 minute timeframe to highlight key issues, incidents and learnings from the internship. Normally normally 10 am - 12 noon, but, finish hour depends on student numbers. All students must be present on their campus of enrolment for the presentation of their reflection s regarding key learnings of the internship and future applications. 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.</p> <p>Reflective Learning Essay, Poster and Presentation Due: Review/Exam Week Friday (11 June 2021) 6:00 pm AEST</p>

Examination Week - 07 Jun 2021

Module/Topic	Chapter	Events and Submissions/Topic
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There are no exams in this unit.

Moodle submission of the reflective essay, poster and powerpoint slides.

Reflective Learning Essay, Poster and Presentation Due: Review/Exam Week Friday (11 June 2021) 6:00 pm AEST

Assessment Tasks

1 Organisational Analysis and Project Proposal

Assessment Type

Written Assessment

Task Description

Assignment 1: Organisational Analysis and Project Proposal

Due Date: 6.00pm Friday of Week 5 of Term

Word Count: 1000-1200 words.

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.

There are two primary components of this assignment. The first is an accurate analysis of your host company, its structure and assessment of its external environment including competitor analysis. This is important as it will help you understand how your organisation works and whether it is using the right structure given its context. The objective of this section is to correctly describe the structural component of the organisation and to correctly classify its structure. The next part is to describe the external environment, identify the range of competitors and to classify the environment using appropriate literature. (This will be used as the basis for the analysis in assignment 2)

The second component is to focus on the key discipline of your enrolled program (that is, either Management for MME, HRM and MBM students; or Accounting for MPA students) and you 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 report should therefore outline the following:

- a brief company background and its history
- a classification of its current structure using Mintzberg's structural typology identifying key aspects including:
 1. company size
 2. extent of horizontal and vertical differentiation
 3. assessment of the key parts of the organisation and prime co-ordinating mechanism
 4. analysis of the external environment with competitor analysis.
- An outline of your major cognate discipline- i.e. HR, Marketing, Management, Accounting etc., and a

proposed application to the company (i.e., why is it important to the host organisation?).

- the objectives aim and/or research questions 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 aligned to your major field of study. The proposal **should not mirror or replicate an assignment in one of the units you have previously studied**, rather it should be a holistic analysis of the organisation and an identification of a major issue focusing on the core of your Masters. This might include, but is not limited to, the following issues:

- Development of a comprehensive marketing plan
- Development of a strategy for international expansion
- Analysis of the strategic environment of the firm and how it should respond structurally to changes in this environment
- Analysis of the financial management systems of the organisation
- Comprehensive review of the HRM systems including recruitment, training and development and performance management
- 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 are required to attend the scheduled sessions with your academic advisor and 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 (9 Apr 2021) 6:00 pm AEST

Students are to submit the assignment via the submission folder in Moodle

Return Date to Students

Week 7 Friday (30 Apr 2021)

Assessment feedback and marks hopefully, 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 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please submit via the BUSN20020 Assignment 1 Moodle site.

Learning Outcomes Assessed

- 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.

Graduate Attributes

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

2 Major Project Report

Assessment Type

Written Assessment

Task Description

Assignment 2 - Major Report, Presentation and AI Progress Reports (50%)

Due Date: 6.00pm Friday of Week 10

Word Count: 3,500 - 4,000 in total

Total Assessment weighting for written Project report is 40%.

Other assessment components:

- 10% of total assessment will be based upon the Progress Reports provided by your host company, collated by CQU Internship staff and delivered to the BUSN20020 Unit Coordinator at the end of the placement period.

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 analysing the organisation's structure, and the project that was the subject of the proposal in Assignment 1.

There are three major sections that this report must address. Firstly, the student will assess the organisation's structure and the environment to determine the level of fit. Structural inconsistencies should be identified and an assessment made as to whether this leads to any major problems for the organisation.

Secondly the report should address the major project or analysis related to the student's core or cognate content of their Masters. 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.

Lastly students are to provide a series of supported recommendations linked to increasing organisational effectiveness in both structure and functional aspects of the organisation. A minimum of three recommendations should be presented. Students are expected to provide appropriate literature to support the analysis and recommendations. A minimum of 12 quality academic references must be demonstrated via the APA in-text referencing system and correctly cited in a reference list.

The experience of each student will be different because of the variety of organisations the Internship Companies 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.

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 10 Friday (21 May 2021) 6:00 pm AEST

Students are to submit the assignment via the submission folder in Moodle

Return Date to Students

Week 12 Friday (4 June 2021)

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 2 that lists all assessment criteria and marking guidelines.

Referencing Style

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

Submission

Online

Submission Instructions

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

Learning Outcomes Assessed

- 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.

Graduate Attributes

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

3 Reflective Learning Essay, Poster and Presentation

Assessment Type

Practical and Written Assessment

Task Description

Assignment 3 - Reflective Learning Essay, Poster and Presentation (30%)

Due Date: Presentation completed in Week 12 of term.

Due Date: Written reflection, poster and powerpoint due 6.00pm Friday Week 13 of Term

Word Count:1200-1500 words.

(Written Reflective essay - 20%)

(Presentation including Poster- 10%)

This assignment will require submission of two separate documents:

1. A Reflective Essay on your Learning from the Internship (1,200 - 1,500 words) - this will be an essay in the student's own words outlining their personal learning and professional development from the internship. You are expected to describe a number of key events, incidents, or processes you experienced during your internship that directly relates to the themes and content you studied during your Masters. You should reflect on these issues and incidences and how they illustrate effective or ineffective practise. You should endeavour to directly identify content from units, including models, processes or examples of better practice as part of the reflection. You then need to explain how you will use the experience in the future as a manager, leader or organisational member.

Referencing is not required but can be used if you wish (This may help you make clearer links to concepts). 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 presentation providing an overview of the student's placement and portraying the benefits of the internship. Students must include their poster as one of the slides as part of the presentation; this one slide (poster) must include 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%)

- Oral Presentation of the Project Results - 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 12 of the Term. In the presentation, you will need to provide the background to your host organisation as well as a quick summary of key events or incidents that you experienced.
- The most important aspects of the presentation are your insights regarding the internship and how the experience allowed you to apply learnings from your major field of study.
- You should conclude with a clear statement of how you will use the experience and your studies in your future career.

Timing will depend on student numbers but will likely be 10mins presentation plus 2-5mins Q&A. Maximum 10-15 slides. (Please note that due to the ongoing Covid 19 pandemic the face to face presentation may be replaced by a recorded presentation requirement).

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

Review/Exam Week Friday (11 June 2021) 6:00 pm AEST

Students are to submit the assignment via the submission folder in Moodle

Return Date to Students

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

Weighting

30%

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 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

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

Learning Outcomes Assessed

- 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.

Graduate Attributes

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

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