CHIR20018 *Professional Practice and Business Management*
Term 2 - 2023

All details in this unit profile for CHIR20018 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
This unit will introduce key concepts in small business management as well as techniques for being successful in a clinical business environment. It will further enhance your ability to communicate in a professional manner. Areas of specialisation will be introduced allowing you to investigate the different types of chiropractic practices that exist. You will have the opportunity to participate in active and applied learning through a variety of mixed learning modes. This unit is aimed at producing work ready graduates that understand the role of business in clinical practice while providing you with a competitive edge for securing employment in Australia.

Details
Career Level: *Postgraduate*
Unit Level: *Level 8*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 2 - 2023
* Online

Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website
This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 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. **Presentation and Written Assessment**
Weighting: 60%
2. **Portfolio**
Weighting: 40%

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 SUTE and end of term student feedback.

Feedback

Students found the task of completing a business plan prior to graduation valuable.

Recommendation

It is recommended that the unit coordinator continue to provide similar tasks that prepare students for work after graduation.

Feedback from SUTE and end of term student feedback.

Feedback

Some students felt that they would benefit from increased case studies.

Recommendation

It is recommended that the unit coordinator continue to incorporate more case studies into tutorials.

Unit Learning Outcomes

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

1. Discuss the key aspects of running an efficient clinical practice
2. Investigate and describe different specialisations of clinical practices
3. Communicate in a professional manner
4. Apply introductory knowledge of budgeting, risk analysis, marketing, practice and staff management in a clinical practice.

1. Discuss the key aspects of running an efficient clinical practice. - CCEA unit 2
2. Investigate different specialisations of clinical practices. - CCEA 2
3. Apply introductory knowledge of budgeting, risk analysis, marketing, practice and staff management in a clinical practice -CCEA unit 2, unit 3, unit 4, unit 5, unit 9 subsection 9.4
4. Communicate in a professional manner and build an inter-professional network - CCEA unit 1, unit 2, unit 3, unit 4, unit 5, Unit 6 subsection 6.7, unit 7 subsection 7.2, unit 9 subsection 9.4

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	**2**	**3**	**4**
1 - Presentation and Written Assessment - 60%	●	●	●	●
2 - Portfolio - 40%	●	●	●	●

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 - Presentation and Written Assessment - 60%	○	○	○	○	○	○	○	
2 - Portfolio - 40%	○	○	○		○	○	○	

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

Omar Pervez Unit Coordinator
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Schedule

Introduction - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction		

Organisational Behaviour - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Organisational Behaviour	https://hbr.org/2009/09/nummi-what-toyota-learned https://www.thisamericanlife.org/561/nummi-2015	

Marketing 1 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Marketing 1		

Marketing 2 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Marketing 2		

Risk Management and Strategic Planning - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Risk Management and Strategic Planning		

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

Accounting - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Accounting		

Staff Management - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Staff Management		

Patient Management - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Patient Management		

Contracts and Jobs - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Contracts and Jobs		

How to write a business plan - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
How to write a business plan Resource for developing business plans: https://publications.qld.gov.au/dataset/business-plantemplate		

Oral presentations of Business plans - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Oral presentations of Business plans		

Oral presentations of business plans - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
Oral presentations of business plans		

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Business plan written and Oral

Assessment Type
Presentation and Written Assessment

Task Description

1) Develop and write a business plan for your future practice using the information from the unit to decide what type of practice you would like and using one of the templates available write a business plan; Business plan templates are available on the PPBM Moodle page from Business Queensland, The Australian Government and Brisbane Chamber of Commerce or others online. Your business plan final document must be submitted by CoB Friday Week 11 on Moodle.

2) Business plan presentations will be a summary of the completed business plan template summarizing the proposal and should be completed individually and last approximately 2 minutes. Presentations will take place during tutorial time during weeks 11 & 12.

Assessment Due Date

Written Business plans are due Week 11 Friday COB. Presentations will be during week 11, and 12. The class will be divided into week 11, or 12 to do the presentation.

Return Date to Students

Weighting
60%

Assessment Criteria

In order to successfully complete this activity and receive a passing grade, you are required to fully complete a business plan using a template of your choosing. Also, you will be required to present your business plan to a panel. This presentation is a 2 minute presentation highlighting your business plans.

Both components require a passing grade for successful completion of this activity.

A rubric will be provided on Moodle.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Learning Outcomes Assessed

- Discuss the key aspects of running an efficient clinical practice
- Investigate and describe different specialisations of clinical practices
- Communicate in a professional manner
- Apply introductory knowledge of budgeting, risk analysis, marketing, practice and staff management in a clinical practice.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

2 Portfolio

Assessment Type
Portfolio

Task Description

This Portfolio will be composed of weekly student posts which each individual will write and post to address the weekly task/s outlined in the unit lecture and tutorial material. Each student should make 1 (ONE) weekly post in the PPBM Moodle Discussion Forum which summarizes their thoughts and/or addresses the weekly task. Student posts must be their own work, should be concisely written (suggested weekly maximum of 200 words) and post to the PPBM Moodle Discussion Forum during the week of the task. Overall submission of all weekly posts should be collated and submitted by Friday of Week 11 as a collective document (Portfolio = collective weekly journal submissions).

In class (tutorial) activities (ICA) are included in this PPBM unit, In order to achieve a high grade in this unit you will need to complete all forum posts and participate in the weekly tutorial discussions.

Assessment Due Date

Return Date to Students

Weighting
40%

Assessment Criteria

In order to successfully complete this activity and receive a passing grade, you are required to fully complete the weekly portfolio topics. The posts can be submitted at the end of the

term. The topics reflect the information covered in the lectures and tutorials. A rubric will be provided on Moodle.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Learning Outcomes Assessed

- Discuss the key aspects of running an efficient clinical practice
- Investigate and describe different specialisations of clinical practices
- Communicate in a professional manner
- Apply introductory knowledge of budgeting, risk analysis, marketing, practice and staff management in a clinical practice.

Graduate Attributes

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