



# MGMT11109 *Introduction to Business*

## Term 2 - 2018

Profile information current as at 08/05/2024 08:12 am

All details in this unit profile for MGMT11109 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 is designed to introduce you to the world of business by focusing on the nature, structure and workings of contemporary business organisations. You will learn the terms, concepts and values of business and management. The unit will cover topics related to the major functional areas of business including accounting, finance, management, marketing and information technology as well as other important topics such as ethics and social responsibility, forms of business ownership, entrepreneurship, and international business. Emphasis is placed on appreciating the dynamic role of business in everyday life.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

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 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- 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 6-credit Undergraduate 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. **Online Quiz(zes)**

Weighting: 20%

#### 2. **Written Assessment**

Weighting: 40%

#### 3. **Reflective Practice Assignment**

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 Have your say...Survey

##### Feedback

The best aspects would be the online zoom sessions as I am an external student, although the sessions are during my work hours I find it much easier to learn by watching the (recorded) zoom sessions

##### Recommendation

Continue to provide five two-hourly Zoom sessions that are recorded and scheduled using the doodle.com app to benefit as many students as possible through scheduling sessions at a time that benefits most students.

#### Feedback from Have your say...Survey; Email; Forum posts

##### Feedback

The resources used were excellent considering we didn't have to purchase a textbook.

##### Recommendation

Continue to provide electronic resources other than a textbook for this Unit.

#### Feedback from Have your say...Survey

##### Feedback

Clearer explanation of the assessment tasks and examples of previous assessments should be provided for students to view before attempting an assessment task.

##### Recommendation

Provide an exemplar for each written assessment, frequently asked questions for each assessment and video explaining each assessment.

## Unit Learning Outcomes

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

1. Describe the fundamental roles of each functional area of business within an organisation
2. Examine the different forms of business ownership
3. Critically assess the factors that influence business environment
4. Evaluate the complex role of globalisation
5. Analyse the roles of ethics and social responsibility in the business environment.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
<b>1 - Online Quiz(zes) - 20%</b>	•	•	•		
<b>2 - Written Assessment - 40%</b>			•	•	•

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
3 - Reflective Practice Assignment - 40%				•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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					

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 20%		•	•	•		•	•			
2 - Written Assessment - 40%	•	•	•	•		•	•	•		
3 - Reflective Practice Assignment - 40%	•	•	•	•		•	•	•		

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Laptop / Tablet Computer

## 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

**Tim Whan** Unit Coordinator

[t.whan@cqu.edu.au](mailto:t.whan@cqu.edu.au)

## Schedule

### Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to business and being an efficient and effective business manager.	No prescribed textbook for this Unit, readings are available on the Unit website.	

### Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
What are the different forms of business ownership?	No prescribed textbook for this Unit, readings are available on the Unit website.	

### Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
What are the fundamental roles of each functional area of a modern Australian business?	No prescribed textbook for this Unit, readings are available on the Unit website.	Quiz One is due 5pm AEST Thursday, 26th July 2018.

### Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
What is the local and global business environment?	No prescribed textbook for this Unit, readings are available on the Unit website.	Quiz Two is due 5pm AEST Thursday, 2nd August 2018.

### Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Using social media in a business context.	No prescribed textbook for this Unit, readings are available on the Unit website.	Quiz Three is due 5pm AEST Thursday, 9th August 2018.
---	---	---

**Vacation Week - 13 Aug 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

**Week 6 - 20 Aug 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

How to think critically about globalisation.	No prescribed textbook for this Unit, readings are available on the Unit website.	Quiz Four is due 5pm AEST Thursday, 23rd August 2018.
--	---	---

**Week 7 - 27 Aug 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

Social responsibility in the business environment and the role of ethics.	No prescribed textbook for this Unit, readings are available on the Unit website.	
---	---	--

**Week 8 - 03 Sep 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

Evaluation of globalisation and its complexity: Global political institutions	No prescribed textbook for this Unit, readings are available on the Unit website.	<b>Academic Essay Due:</b> Week 8 Thursday (6 Sept 2018) 4:00 pm AEST
---	---	---

**Week 9 - 10 Sep 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

Evaluation of globalisation and its complexity: Developing your global business strategy	No prescribed textbook for this Unit, readings are available on the Unit website.	
--	---	--

**Week 10 - 17 Sep 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

Organisational Design: Functional, Divisional and Matrix organisational designs.	No prescribed textbook for this Unit, readings are available on the Unit website.	
--	---	--

**Week 11 - 24 Sep 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

Managing service operations: Auswide Bank Ltd.	No prescribed textbook for this Unit, readings are available on the Unit website.	
--	---	--

**Week 12 - 01 Oct 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

How do I become an ethical leader?	No prescribed textbook for this Unit, readings are available on the Unit website.	<b>Powerpoint Presentation and Reflective Essay Due:</b> Week 12 Thursday (4 Oct 2018) 4:00 pm AEST
------------------------------------	---	---

**Review/Exam Week - 08 Oct 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

**Exam Week - 15 Oct 2018**

<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
---------------------	----------------	-------------------------------------

## Assessment Tasks

# 1 Online Quiz(zes)

## Assessment Type

Online Quiz(zes)

## Task Description

This assessment comprises four online tests or quizzes. From Week Three to Week Six (inclusive), students will be required to complete one online quiz each week. The quizzes will comprise ten questions for each quiz. The maximum each quiz can contribute to the final result in the Unit is 5%. Students will have 20 minutes to complete each quiz. The quiz questions will test a student's understanding of the readings, lecture content and tutorial activities covering (but not limited to) management theories presented (e.g. Mintzberg's Management Roles), the local and global business environment, business themes such as sustainability, technology and innovation. The quizzes will also cover the different forms of business ownership, such as, Sole Proprietorships, Partnerships, Corporations, Not-for-Profit and Cooperatives. In summary, the primary purpose of this assessment is to examine a students' ability to review what has been learned, develop a student's confidence and to encourage students to engage early with the Unit and its learning materials. The quiz(zes) can be accessed from the 'Assessment block' in moodle.

Quizzes will be available for completion by students at the following times. Once a quiz closes it cannot be reopened for any reason.

Quiz	Content Covered	Quiz Opening	Quiz Closure
One	Week One	16 July at 9am AEST	26 July at 5pm AEST
Two	Week Two	23 July at 9am AEST	2 August at 5pm AEST
Three	Week Three	30 July at 9am AEST	9 August at 5pm AEST
Four	Week Four	6 August at 9am AEST	23 August at 5pm AEST
--	--	--	--

## Number of Quizzes

4

## Frequency of Quizzes

Other

## Assessment Due Date

See details in the above table for quiz closure times.

## Return Date to Students

Score for the quiz is shown when the quiz is completed.

## Weighting

20%

## Assessment Criteria

Each quiz has 10 questions and each correct answer earns 0.5 marks. Consequently, the mark received by the student for each quiz is out of 5. This corresponds to the weighting for each quiz as 5% of the overall weighting for the Unit. The maximum mark that can be received for completing all four quizzes correctly is 20. The weighting for Assessment One (the Online Quizzes), in relation to the final result for the entire Unit, is 20%.

Please allow 20 minutes to attempt the quiz(zes). Students must access the quiz(zes) at least 20 minutes before the closing time of each weekly quiz.

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

## Submission Instructions

Access the quiz(zes) 20 minutes before the closing time and allow 20 clear minutes to complete each quiz.

## Learning Outcomes Assessed

- Describe the fundamental roles of each functional area of business within an organisation
- Examine the different forms of business ownership

- Critically assess the factors that influence business environment

### **Graduate Attributes**

- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

## **2 Academic Essay**

### **Assessment Type**

Written Assessment

### **Task Description**

The purpose of this assessment item is to assess the student's ability to formulate an essay that demonstrates the student's critical thinking and communication skills. Students are required to find, then read the following peer reviewed journal article.

Chun, J. S., Shin, Y., Choi, J.N., & Kim, M.S. (2013). How does corporate ethics contribute to firm financial performance? *Journal of Management*, 39(4), 853-877. doi:10.1177/0149206311419662

Students are then asked to write a 1500 word Academic Essay answering the following topic question – "Do you believe that the peer reviewed scholarly literature from 2012 to 2018 supports the use of ethics and social responsibility by global businesses in the current global business environment?" Students are expected to demonstrate the critical thinking skills they have developed in tutorial (Zoom sessions for Distance students) to assess evidence and put forward an argument regarding the use of ethics and social responsibility in the global business environment. This assessment will develop the use of critical thinking by the student. Students will further demonstrate critical thinking and information literacy skills by including six peer reviewed scholarly journals to support their argument to pass this criteria in their 'Reference List'. Please fully review the rubric for this assessment before starting on your Assessment.

### **Assessment Due Date**

Week 8 Thursday (6 Sept 2018) 4:00 pm AEST

### **Return Date to Students**

Week 10 Friday (21 Sept 2018)

Students marks and comments will be returned by Friday of Week 10.

### **Weighting**

40%

### **Assessment Criteria**

CONTENT: Does your submission demonstrate:

1. Evidence of student critical thinking applied to the global business environment. 10 marks
2. Evidence of student critical thinking in arguing for or against an ethical position concerning the social responsibility of modern business managers. 10 marks
3. Six (6) peer reviewed scholarly journal articles are to be referenced in-text to pass this criteria. 5 marks

PRESENTATION: Does your presentation demonstrate:

4. Use of written communication skills including choices made regarding appropriate structure to essay (introduction, body, conclusion) and use of formal tone, length (approx. 1500 words), word choice, expression, grammar, punctuation and correct spelling using Australian English. 10 marks
5. Strict conformity to the exact requirements of the CQU APA Referencing Guide (in-text References are to be used throughout, as appropriate, and a reference list must be provided). 5 marks

Total marks 40

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

## Submission Instructions

Your essay should be submitted as a Word file .docx

## Learning Outcomes Assessed

- Critically assess the factors that influence business environment
- Evaluate the complex role of globalisation
- Analyse the roles of ethics and social responsibility in the business environment.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 3 Powerpoint Presentation and Reflective Essay

### Assessment Type

Reflective Practice Assignment

### Task Description

The purpose of this assessment item is to assess students' ability to provide a;

Part A. Powerpoint presentation; and

Part B. reflective essay that requires analysis and evaluation, which will involve drawing on scholarly sources and referencing those sources.

Your Powerpoint presentation will focus on the ASX listed Auswide Bank. Part A of the assessment should be written in the third person passive style apart from your introduction slide. The Auswide Bank senior management team would like the following addressed in your Powerpoint presentation.

- A slide introducing yourself to Auswide Bank (one slide only);
- A summarised history of Auswide Bank (one slide only);
- Challenges currently facing the company while having a head office in regional Australia;
- A summary of recent developments in the banking industry in Australia and how these developments may impact Auswide Bank; and
- Critically evaluate the social responsibility of Auswide Bank in relation to its customers and clients?

Your reflective essay asks you to reflect on your own experience when writing and completing the PowerPoint presentation from Part A of this assessment and completing 12 weeks of Unit materials. Reflection is all about deepening your learning. By reflecting, you are able to make connections between your own experience and what you are learning. It also allows you to learn from your mistakes and thus become a better business practitioner.

Your own thoughts, feelings, experiences and ideas are central to reflective writing. Therefore, Part B of the assessment should be written in the first person style. Your submission should contain a clear structure with an introduction, body and conclusion, it should use formal language and omit colloquial language, contain correct grammar and spelling and it should draw on scholarly references. Your Reflective Essay needs to be at least 1000 words and be referenced using the CQU APA Referencing Style Guide. You need to provide at least six scholarly references to pass this criteria for this assessment.

Your reflective essay should answer the following questions;

- Analyse the experience of researching the material for the PowerPoint. What was it about the experience that made you think? How did it make you feel?
- Was there something about the experience that challenged your ideas about what you've learned? Or did it reinforce those ideas?
- How did your experience fit with the literature you've been reading, or with the course materials?
- Evaluate the experience. Was it overall a positive or a negative experience for you? What will you draw from it?

## Assessment Due Date

Week 12 Thursday (4 Oct 2018) 4:00 pm AEST

## Return Date to Students

Assessments will be returned and marks released after grade certification.

## Weighting

40%

## Assessment Criteria

PART A – Powerpoint presentation - Marking Criteria for Part A Powerpoint Presentation (15%)

Your submission will be assessed on the extent to which it meets each of the following criteria:

CONTENT: Does your submission demonstrate:

1. Evidence of student critical thinking regarding slide content and ensuring an evaluation of the complex role of globalisation for a company based in a regional area. 2.5 marks
2. Evidence of student critical thinking in adopting an ethical position and provision of an intermediate analysis backing up this ethical position concerning the social responsibility of Auswide Bank. 2.5 marks
3. Relevant and accurate use of (scholarly and non-scholarly) sources with six (6) scholarly references required to pass this criteria. 2.5 marks

PRESENTATION: Does your presentation demonstrate:

4. Professionalism of the PowerPoint presentation to an intermediate skill level including choice of background to slide, graphics, font and general style, overall design, structure, length, including grammar, punctuation and correct spelling using Australian English and presentation skills including appropriateness of speaking style to suit an audience of Senior Managers, clarity of vocal expression, voice projection, voice clarity in recording, emphasis, engagement and speaker transitions. 5 marks
  5. Strict conformity to the exact requirements of the CQU APA Referencing Guide (in-text References are to be used throughout the PowerPoint slides as appropriate and a dedicated final slide provides the reference list). 2.5 marks
- Total marks 15

PART B – Reflective Essay - Marking Criteria for Part B Reflective Essay (25%)

Your submission will be assessed on the extent to which it meets each of the following criteria:

CONTENT: Does your submission demonstrate:

1. Evidence of intermediate level critical thinking when reflecting on self and evaluating your (the student's) own experience. 10 marks
2. Relevant and accurate use of (scholarly and non-scholarly) sources with six (6) scholarly references required to pass this criteria. 5 marks

PRESENTATION: Does your presentation demonstrate:

3. Use of written communication skills including choices made regarding appropriate structure to essay (introduction, body, conclusion), length (approx 1000 words), word choice, expression, grammar, punctuation and correct spelling using Australian English. 5 marks
  4. Strict conformity to the exact requirements of the CQU APA Referencing Guide for in-text referencing and Reference List. 5 marks
- Total marks 25

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

## Submission Instructions

Your Powerpoint presentation can be no larger than 40mb. Moodle will not accept these submissions.

## Learning Outcomes Assessed

- Evaluate the complex role of globalisation
- Analyse the roles of ethics and social responsibility in the business environment.

## Graduate Attributes

- Communication
- Problem Solving

- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 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