



MGMT11109 *Introduction to Business*

Term 1 - 2019

Profile information current as at 14/12/2025 06:16 pm

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 1 - 2019

- Brisbane
- Bundaberg
- Cairns
- Gladstone
- Mackay
- Melbourne
- Online
- Perth
- Rockhampton
- Sydney
- Townsville

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
1 - Online Quiz(zes) - 20%	•	•	•		
2 - Written Assessment - 40%			•	•	•

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.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Computer / laptop with webcam to allow videoconferencing and recording

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

Schedule

Week 1 - 11 Mar 2019

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 - 18 Mar 2019

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 - 25 Mar 2019

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 5:00PM AEST Thursday, 28 March 2019.

Week 4 - 01 Apr 2019

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 5:00PM AEST Thursday, 4 April 2019.

Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Using social media in a business context.

No prescribed textbook for this Unit, readings are available on the Unit website.

Quiz Three is due 5:00PM AEST Thursday, 11 April 2019.

Vacation Week - 15 Apr 2019

Module/Topic

Chapter

Events and Submissions/Topic

Week 6 - 22 Apr 2019

Module/Topic

Chapter

Events and Submissions/Topic

How to think critically about globalisation.

No prescribed textbook for this Unit, readings are available on the Unit website.

Quiz Four is due 5:00PM AEST Friday, 26 April 2019.

Week 7 - 29 Apr 2019

Module/Topic

Chapter

Events and Submissions/Topic

Social responsibility in the business environment and the role of ethics.

No prescribed textbook for this Unit, readings are available on the Unit website.

Academic Essay Due: Week 7 Thursday (2 May 2019) 11:45 pm AEST

Week 8 - 06 May 2019

Module/Topic

Chapter

Events and Submissions/Topic

Evaluation of globalisation and its complexity: Global political institutions

No prescribed textbook for this Unit, readings are available on the Unit website.

Week 9 - 13 May 2019

Module/Topic

Chapter

Events and Submissions/Topic

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 - 20 May 2019

Module/Topic

Chapter

Events and Submissions/Topic

Organisational Design: Functional, Divisional and Matrix organisational designs.

No prescribed textbook for this Unit, readings are available on the Unit website.

Week 11 - 27 May 2019

Module/Topic

Chapter

Events and Submissions/Topic

Leadership and Trust

No prescribed textbook for this Unit, readings are available on the Unit website.

Week 12 - 03 Jun 2019

Module/Topic

Chapter

Events and Submissions/Topic

How do I become an ethical leader?

No prescribed textbook for this Unit, readings are available on the Unit website.

Powerpoint Presentation Due: Week 12 Thursday (6 June 2019) 11:45 pm AEST

Review/Exam Week - 10 Jun 2019

Module/Topic

Chapter

Events and Submissions/Topic

Exam Week - 17 Jun 2019

Module/Topic

Chapter

Events and Submissions/Topic

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.

Quiz	Content Covered	Quiz Opening	Quiz Closure
One	Week One	18 March at 9am AEST	28 March at 5pm AEST
Two	Week Two	25 March at 9am AEST	4 April at 5pm AEST
Three	Week Three	1 April at 9am AEST	11 April at 5pm AEST
Four	Week Four	8 April at 9am AEST	26 April at 5pm AEST

Number of Quizzes

4

Frequency of Quizzes

Weekly

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 at least 20 minutes before the closing time of each quiz.

Students must not undertake the quiz until they have read, watched and undertaken all materials from the week being assessed.

Referencing Style

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

Submission

Online

Submission Instructions

Access the quiz at least 20 minutes before the closing time to allow completion of 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 your ability to write an essay that demonstrates your critical thinking, communication skills and to demonstrate your understanding of the factors that influence the global business environment based on research from peer reviewed journals. The assessment should be written in the third person grammatical style and use formal academic language. You are required to critically analyse the following question:

"Why did Starbucks fail in Australia in 2008 and how is this related to at least three labels from the business model from Week Four?"

You are not researching 'Starbucks' at the library but the concepts of modern business taught in each week's lecture and how they relate to Starbucks. A concept of modern business is the global business environment model (see below).

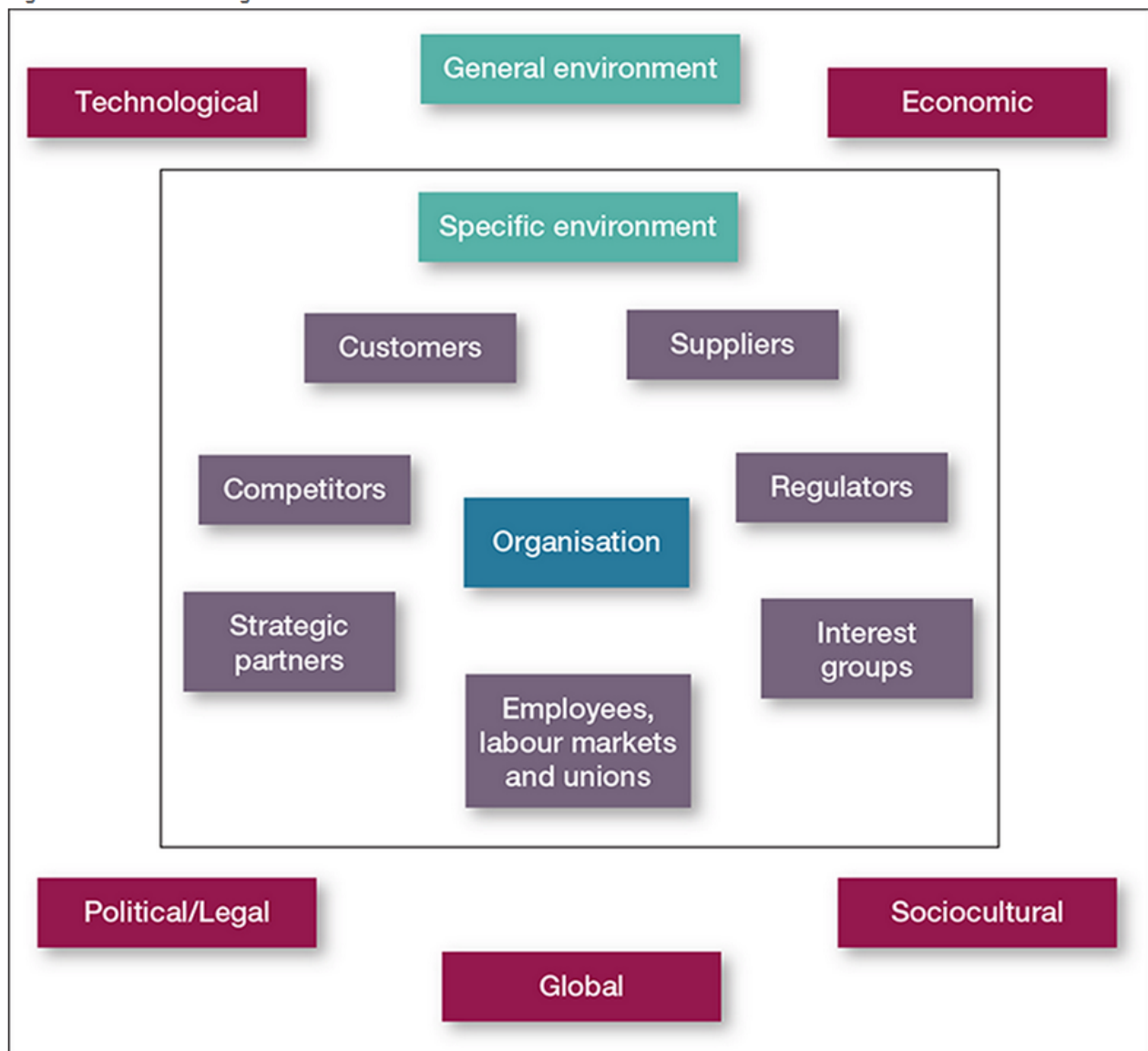
The term 'critically analyse' is defined as follows. To analyse systematically from different perspectives and identify positive aspects as well as limitations. Your analysis must draw conclusions and express an informed judgement based on significant research of the modern business model of the environment.

You are then asked to write a 1500-word Academic Essay answering the question above using these rules to set out your work;

- no title page;
- provide in-text and end of essay reference list that strictly agrees with the APA Referencing Style at CQUniversity;
- no borders on the essay; and
- Font is Arial 12 pt, with double line spacing.

You are expected to demonstrate the critical thinking skills you have developed in tutorial (Zoom sessions for Distance students) to assess evidence and put forward an argument using the modern business model of the environment. For example, an argument may be that businesses fail to understand globalisation and treat consumers the same, no matter where they live. The Global area of the model is found in the general environment outside the specific environment and is grouped with a number of technological, economic, political/legal and sociocultural trends. Starbucks failed to consider this trend of globalisation when rolling out stores in Australia in 2008.

Figure 2.1 The external organisational environment



In writing this essay, you are also required to demonstrate your critical thinking and information literacy skills by including a minimum of six peer reviewed scholarly journal articles from 2012-2018 to support your argument to pass this criteria in your 'Reference List'. Not including a minimum of six peer reviewed journals in your reference list and instead utilising text books/newspaper articles/web sources may cause you to fail this criteria.

It is recommended that you review the rubric for this assessment before starting on your Assessment.

Assessment Due Date

Week 7 Thursday (2 May 2019) 11:45 pm AEST

Return Date to Students

Week 9 Thursday (16 May 2019)

Weighting

40%

Assessment Criteria

Written Assessment - Marking Criteria for Academic Essay (40%)

CONTENT: Does your submission demonstrate:

1. Evidence of your critical analysis in arguing reasons for why Starbucks failed in Australia backed up by quality research. 10 marks
2. Evidence of your linking your reasons to the global business environment as it relates to Starbucks. 10 marks

3. At least six (6) peer reviewed scholarly journal articles are to be used (from 2012-18) to support the quality of your argument and referenced in-text to pass this criteria. 5 marks

DOCUMENT: Does your written expression and formatting demonstrate:

4. Use of written communication skills including choices made regarding appropriate structure to essay (introduction, body, conclusion) and use of formal tone, length (between 1450 and 1600 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

Online through Turnitin in Moodle

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

Assessment Type

Reflective Practice Assignment

Task Description

The purpose of this assessment item is to assess students' ability to prepare a Powerpoint presentation and reflect on their learning in this Unit to recommend options to a senior management team.

Your Powerpoint presentation will focus on a presentation prepared by yourself through introducing yourself to the senior management board of Starbucks. The senior management team of Starbucks would like the following addressed in your Powerpoint presentation.

- A slide introducing yourself to Starbucks following the learning from the Unit (one slide only);
- A summarised history of Starbucks global business (one slide only);
- Challenges currently facing the company regarding its planned entry into the Italian market and what can be learned from the Australian experience;
- Demonstrate how Starbucks can operate with 'humility and respect' in the Italian market and how this demonstrates the social responsibility of Starbucks in Italy.

Your Powerpoint presentation must be 20 slides long. Slide 1 is the slide where you introduce yourself as a potential consultant and local partner of Starbucks in Italy. Your audience is the Senior Management Board of Starbucks. Slide 20 is where you provide your reference list. Further slides after slide 20 may contain your references list, but only this information.

Slide 1 to 19 require an embedded audio recording of your voice. Students must follow the "Adding audio to your Powerpoint presentation" authored by the Academic Learning Centre when adding the embedded audio recording.

No script is required to be submitted and student's are advised to not read from a script as this makes your presentation less engaging. Engagement of the audience is a key criteria.

Assessment Due Date

Week 12 Thursday (6 June 2019) 11:45 pm AEST

Return Date to Students

Assessments will be returned and marks released after grade certification.

Weighting

40%

Assessment Criteria**Reflective Practice Assignment - Marking Criteria for Powerpoint Presentation (40%)**

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 your critical thinking regarding slide content regarding globalisation and social responsibility. 10 marks
2. Evidence of your reflective practice in developing recommendations regarding an ethical position concerning the recommended social responsibility of Starbucks in Italy. 10 marks
3. Relevant and accurate use of (scholarly and non-scholarly) sources with eight (8) scholarly and non-scholarly references required to pass this criteria. 10 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). 5 marks

Total marks 40

Referencing Style

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

Submission

Online

Submission Instructions

Submit through Turnitin in Moodle

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