



MGMT11109 *Introduction to Business*

Term 2 - 2019

Profile information current as at 14/12/2025 04:12 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 2 - 2019

- Brisbane
- Melbourne
- Online
- 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 and anecdotal experience

Feedback

Downloading the student's results from the weekly quizzes and sorting the list so that students that achieved over 70% in the Quiz received a positive personal message.

Recommendation

Keep using positive reinforcement following quizzes and congratulating students on their progression in the Unit where possible.

Feedback from Have your say... Survey and anecdotal experience

Feedback

Arranging guest speakers to attend on campus through the networks of the tutors/lecturers for that campus.

Recommendation

Keep arranging guest speakers from industry to address on campus students face to face by engaging on-campus staff and activating their networks.

Feedback from Have your say... Survey

Feedback

Student comments from Have your say survey "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

Keep providing six zoom sessions per term in the evenings and recording these sessions and uploading to moodle. Offering more than six Zoom sessions means that students often do not attend after the sixth session.

Feedback from Have your say... Survey

Feedback

Student comments from Have your say survey "The resources used were excellent considering we didn't have to purchase a textbook."

Recommendation

Keep utilising the Course Resources Online (CRO) to provide electronic links to current textbooks so that students do not have to purchase a textbook for this Unit.

Feedback from Have your say... Survey and anecdotal experience

Feedback

Clearer explanation of the assessment tasks and examples of previous assessments should be provided for students to view before attempting an assessment task and dedicated video uploaded to 'Assessments' section.

Recommendation

Provide video dedicated to how to start assessment utilising links to the Academic Learning Centre and improved 'exemplars' for each term.

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

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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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%			•	•	•
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%	•	•	•	•		•	•	•		

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
3 - Reflective Practice Assignment - 40%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

No textbook is required for this Unit.

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 - 15 Jul 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 - 22 Jul 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 - 29 Jul 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 5pm AEST Thursday, 1st August 2019.

Week 4 - 05 Aug 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 5pm AEST Thursday, 8th August 2019.

Week 5 - 12 Aug 2019

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, 15th August 2019.

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 26 Aug 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 5pm AEST Thursday, 29th August 2019.

Week 7 - 02 Sep 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 (5 Sept 2019) 11:45 pm AEST

Week 8 - 09 Sep 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 - 16 Sep 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 - 23 Sep 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 - 30 Sep 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 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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How do I become an ethical leader?

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

Reflective Essay and PowerPoint Presentation Due: Week 12
Thursday (10 Oct 2019) 11:45 pm AEST

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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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	22 July at 9am AEST	1 August at 5pm AEST
Two	Week Two	29 July at 9am AEST	8 August at 5pm AEST
Three	Week Three	5 August at 9am AEST	15 August at 5pm AEST
Four	Week Four	12 August at 9am AEST	29 August 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 management trends based on research from quality peer reviewed journal titles. 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:

"Identify four major trends in management and critically analyse the factors that are creating this environment of change in 2019 using research from quality peer reviewed academic journals to back up your thinking."

The term 'critically analyse' is defined as follows. To analyse systematically from different perspectives and identify positive factors as well as limiting factors. Your analysis must draw conclusions and express an informed judgement based on significant research of the factors changing modern management. 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, headers or footers 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 evaluation of the factors creating change.

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 'References' 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. No credit will be given for research based on text books/newspaper articles/web sources (ie non-scholarly sources). So please do not cite these research sources in your references list for this assessment.

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

Assessment Due Date

Week 7 Thursday (5 Sept 2019) 11:45 pm AEST

Return Date to Students

Week 9 Thursday (19 Sept 2019)

Weighting

40%

Assessment Criteria

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

CONTENT: Does your submission demonstrate:

1. Evidence of your critical evaluation in answering the question. 10 marks
2. Evidence of your successful identification of the four trends and explanation of the factors creating this environment of change. 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 Reflective Essay and PowerPoint Presentation

Assessment Type

Reflective Practice Assignment

Task Description

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

A. PowerPoint presentation; and a

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

Your narrated PowerPoint presentation (8 slides in total) will focus on the family company, Bundaberg Brewed Drinks, which is an existing real world successful private Australian company with an export focus. The company grew rapidly since its formation in the 1960s. During this growth stage, the company has expanded its operations in the global market. Bundaberg Brewed Drinks senior managers have provided the questions for Part A of your assessment. The Senior management team at Bundaberg Brewed Drinks would like to review the five highest marked student assessments (Assessment 3 only) for this Unit so that they continue the conversation with these students about business in Australia. Part A of the assessment should be written in the third person passive style. The Bundaberg Brewed Drinks managers would like the following addressed in your Powerpoint presentation.

- A slide introducing yourself to Bundaberg Brewed Drinks (Slide One and one slide only);
- A summarised history of Bundaberg Brewed Drinks (Slide Two and one slide only);
- Global challenges currently facing the company while operating from regional Australia; and
- Complications posed regarding the social responsibility of the sugar levels of carbonated beverages in western economies.

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/or completing this Unit. 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 less than 1100 words and be referenced using the latest CQU APA Referencing Style Guide. You need to provide at least eight scholarly references to pass with a minimum of three peer reviewed academic journals appearing on your reference list.

Your reflective essay should answer the following questions;

- Describe the experience of writing the Powerpoint presentation by outlining how you put the presentation together
- Analyse the experience. What was it about the experience that made you think? How did it make you feel?
- Was there something about it 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?

A combined reference list for the PowerPoint Presentation and the Reflective Essay should appear at the end of the Reflective Essay.

Assessment Due Date

Week 12 Thursday (10 Oct 2019) 11:45 pm AEST

Return Date to Students

Assessments will be returned and marks released after grade certification.

Weighting

40%

Assessment Criteria

CONTENT: Do your submissions demonstrate:

1. Evidence of student critical thinking regarding slide content, essay content and reflective practice ensuring an evaluation of the complex role of globalisation for a company based in a regional area. 10 marks
2. Evidence of student reflection and critical thinking in adopting an ethical position and provision of an analysis backing up this ethical position concerning the corporate social responsibility of Bundaberg Brewed Drinks. 10 marks
3. Relevant and accurate use of (scholarly and non-scholarly) sources with 8 scholarly references required to pass where at least three of these scholarly references must be peer reviewed academic journals. 5 marks

PRESENTATION: Do your presentations demonstrate:

4. Professionalism of the PowerPoint presentation and reflective essay 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. 10 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