# MGMT11109 *Introduction to Business*
## Term 3 - 2019

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 3 - 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

**Legend:** — N/A Level · Introductory Level · Intermediate Level · Graduate Level · Professional Level · Advanced Level

## 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.**

### 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

**Malcolm Johnson** Unit Coordinator
[m.n.johnson@cqu.edu.au](mailto:m.n.johnson@cqu.edu.au)

## Schedule

### Week 1 - 11 Nov 2019

| **Module/Topic** | **Chapter** | **Events and Submissions/Topic** |
|---|---|---|
| Introduction to business | eReading List: Robbins et al. Chapter 1 (read up to and including p.24) and other materials as provided | |

### Week 2 - 18 Nov 2019

| **Module/Topic** | **Chapter** | **Events and Submissions/Topic** |
|---|---|---|
| What are the different forms of business ownership and respective perspectives? | eReading list: Solomon et al Chapter 6 and other materials as provided | |

### Week 3 - 25 Nov 2019

| **Module/Topic** | **Chapter** | **Events and Submissions/Topic** |
|---|---|---|
| What are the roles of each functional area of a modern Australian business? | eReading list: Robbins et al. pp.25-30 and other materials as provided | Quiz One closes 5PM AEST Thursday, 28 November 2019. |

## Week 4 - 02 Dec 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Organisational Design: Functional, Divisional, or Matrix? | eReading list: Schermerhorn et al. Chapter 10 and other materials as provided | Quiz Two closes 5PM AEST Thursday, 5 December 2019. |

## Vacation Week - 09 Dec 2019

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

## Week 5 - 16 Dec 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Environmental factors influencing a business | eReading list: Williams et al C3 (organisation environment & culture only) and other materials as provided | |

## Week 6 - 23 Dec 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Thinking critically about globalisation | eReading list: Samson et al. Chapter 3; McKee et al Chapter 14; and other materials as provided | |

## Week 7 - 06 Jan 2020

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Developing a global business strategy | eReading list: Robbins et al. Chapter 4; Hubbard et al. Chapter 1; and other materials as provided | Quiz Three closes 5PM AEST Thursday, 9 January 2020. |

## Week 8 - 13 Jan 2020

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Forms of globalisation | eReading list: Williams et al Chapter 8 (pp. 130-145) and other materials as provided | **Academic Essay** Due: Week 8 Thursday (16 Jan 2020) 5:00 pm AEST |

## Week 9 - 20 Jan 2020

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Ethics, social responsibility, and sustainability in business | eReading list: Samson et al. Chapter 5; Schermerhorn et al . Chapter 6; and other materials as provided | |

## Week 10 - 27 Jan 2020

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Using social media in a business context | eReading list: Solomon et al. Chapter 10 and other materials as provided | Quiz Four closes 5PM AEST Thursday, 30 January 2020. |

## Week 11 - 03 Feb 2020

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| Managing business operations | Please refer eReading list | |

## Week 12 - 10 Feb 2020

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

| Managing self, leading others | eReading list: Robbins et al. Chapter 11 and other materials as provided | **PowerPoint Presentation and Reflective Essay** Due: Week 12 Thursday (13 Feb 2020) 5:00 pm AEST |

**Exam Week - 17 Feb 2020**

| 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 quizzes, each of which will comprise ten questions, with each quiz contributing 5 per cent to the final result in the Unit. Covering the materials from the preceding week, the quizzes will open in Week Two, Week Three, Week Six and Week Nine, and close the following week respectively. In summary, the primary purpose of the quizzes is to assess your ability to review what has been discussed to ensure you have a foundation understanding of some of the key concepts in business.  The quiz(zes) can be accessed from the 'Assessment block' in Moodle. Quizzes will be available for completion at the following times.

| Quiz | Content Covered | Quiz Opens | Quiz Closes |
|---|---|---|---|
| One | Week One | Week Two, Monday 18 November at 9am AEST | Week Three, Thursday 28 November  at 5pm AEST |
| Two | Week Two | Week Three, Monday 25 November at 9am AEST | Week Four, Thursday 5 December at 5pm AEST |
| Three | Week Five | Week Six, Monday 23 December at 9am AEST | Week Seven, Thursday 9 January at 5pm AEST |
| Four | Week Eight | Week Nine, Monday 20 January at 9am AEST | Week Ten, Thursday 30 January 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 for each quiz is out of 5. This corresponds to the weighting for each quiz as 5 per cent of the overall weighting for the Unit. The maximum mark that can be received for completing all four quizzes correctly is 20 per cent. The weighting for Assessment One (the Online Quizzes), in relation to the final result for the entire Unit, is 20 per cent.
**Please allow 20 minutes to attempt the quiz(zes). Be sure to access the quiz at least 20 minutes before the closing time of each quiz.**
**Please do not undertake the quiz until you 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**

**In a 1500-word essay, you are required to critically analyse the following statement:**

**"*Digital entrepreneurs are proactively seizing global business opportunities arising from technology innovations*".**

**Critically analyse the personal attitudes, skills, business structures, and globalisation issues behind this trend.**
**To support your argument, your critical analysis should use research from quality peer reviewed academic journals, incorporating different perspectives on the statement, and identifying both positive and limiting factors. Your analysis must draw conclusions and express an informed argument.**

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

**Assessment Due Date**
Week 8 Thursday (16 Jan 2020) 5:00 pm AEST

**Return Date to Students**
Week 10 Thursday (30 Jan 2020)

**Weighting**
40%

**Assessment Criteria**

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


**CONTENT: Does your submission demonstrate:**
**1. Evidence of your critical analysis of the personal attitudes, skills, business structures appropriate to leveraging technology innovations. (15 marks)**
**2. Identification and discussion of whether the digital entrepreneurship trend meets any of the UN's sustainable development goals. (10 marks)**
**3. Identification and discussion of issues to be considered in globalisation. (5 marks)**

**DOCUMENT: Does your written expression and formatting demonstrate:**
**4. Adherence to essay structure (introduction, body, conclusion) and use of formal tone, length 1500-words, and quality of written expression, grammar, punctuation and correct spelling using Australian English. (5 marks)**
**5. Use of at least six (6) papers from peer-reviewed scholarly journals. Adherence to CQU APA Referencing format (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 and Reflective Essay

**Assessment Type**
Reflective Practice Assignment

**Task Description**

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

**A. PowerPoint presentation (25 marks); and a**

**B. Essay that requires critical analysis and reflection that draws on scholarly sources appropriately referenced (15 marks).**


**Part A: Power Point Presentation**

**Your narrated PowerPoint presentation (10 slides in total) with elaborated discussion embedded in the notes section, is to be based on the mini-case of Reef Magic Cruises provided in Moodle. Your presentation to the Board of Directors of Experience Co Limited, the entity that owns Reef Magic Cruises, should address the following:**

**\* Summarise the key tourism experience provided by Reef Magic Cruises (Slide One and one slide only);**

**\* Identify and discuss the salient global challenges facing Reef Magic Cruises;**

**\* Identify and discuss the business risks that these challenges may pose for Reef Magic Cruises, and more broadly, Experience Co Limited;**

**\* Propose social media initiatives that might positively position Reef Magic Cruises during negative media coverage of coral bleaching events; and**

**\* Suggest leadership initiatives that Reef Magic Cruises might contribute to the sustainability of the industry in Cairns.**


**Your PPT Presentation must not exceed 10 slides**


**Part B: Reflective essay (500-words)**

**This task asks you to reflect on how your initial assumptions about globalisation, ethics and social responsibility changed as you critically analysed the challenges facing Reef Magic Cruises and its parent**

**company. What aspects of the unit were most salient in shaping your final perspective? How has critical thinking shaped your recommendations to the Board of Directors?**

**Your Reflective Essay of 500-words should use at least eight scholarly papers, and referenced using the current CQU APA Referencing Style Guide.**

**Assessment Due Date**
Week 12 Thursday (13 Feb 2020) 5:00 pm AEST

**Return Date to Students**

Assessments will be returned and marks released after grade certification.

**Weighting**
40%

**Assessment Criteria**

**POWER POINT (Total 25 marks):**
**Your presentation and submission must not exceed 10 slides and must demonstrate evidence of your critical thinking regarding:**
**1. The core experience promoted to tourists (2 marks)**
**2. The salient global challenges facing Reef Magic Cruises (5 marks)**
**3. The business risks that these challenges pose for Reef Magic Cruises and its parent company (5 marks)**
**4. Social media initiatives that might counter negative media coverage of coral bleaching (5 marks)**
**5. Leadership initiatives that Reef Magic Cruises might contribute to the sustainability of the industry in Cairns. (5 marks)**
**6. Your PowerPoint slides must contain elaborated discussion in the Notes section (on each slide). provide visual impact, and use Australian English spelling. Your presentation skills must consider appropriateness of speaking style to suit an audience of Senior Managers, clarity of vocal expression and projection, clarity in recording, emphasis, engagement and speaker transitions. (3 marks)**

**REFLECTIVE ESSAY (Total 15 marks): Your submission must not exceed 500-words and should demonstrate**
**1. Personal reflections on how your initial assumptions about globalisation, ethics and social responsibility changed as you critically analysed the challenges facing Reef Magic Cruises and its parent company. (4 marks)**
**2. What aspects of the unit were most salient in shaping your final perspective (4 marks)**
**3. How has critical thinking shaped your recommendations to the Board of Directors? (4 marks)**
**4. Adherence to word length, relevant and accurate use of at least 8 scholarly papers, and referenced using the current CQU APA Referencing Style Guide (3 marks)**

**Overall total 40 Marks**

**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