



# **MGMT11109 *Introduction to Business***

## **Term 2 - 2020**

Profile information current as at 19/04/2024 12:14 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.

### Corrections

#### **Unit Profile Correction added on 30-06-20**

Move 'Innovation Approaches to Contemporary Business' to Week 6

In Week 6, move topic to Week 7 and describe as follows: 'Ethics, Social Responsibility and Sustainability'

## 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 - 2020

- 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

**Feedback**

"I would of liked a student forum for us to post questions and discussions online"

**Recommendation**

Student familiarity with what is provided in Moodle is not uniformly understood. Improve awareness by increasing mention of what is available in Moodle during the (recorded) workshops.

#### Feedback from Have Your Say

**Feedback**

"The links on e-reading seemed to work slow in downloading, whether they could have been added to the moodle main site page for ease of access."

**Recommendation**

In line with SBL policy, readings previously uploaded to each week in Moodle have been moved to the eReading List. This can slow down the updating of reading list due to librarian checking processes. Speed of access to material on the eReading list can be impacted by servers located outside the CQU ecosystem.

#### Feedback from Have Your Say

**Feedback**

"I found that it was a bit difficult to find all relevant weekly information due to it being spread across multiple Moodle unit tabs."

**Recommendation**

All lecture PPT and Workshop materials, and recorded sessions are provided in the relevant weekly tab in Moodle. The separate location of reading materials on the eReading list does require students to also check the relevant weekly tab in that system. Familiarity and confidence with Moodle will overcome this concern.

#### Feedback from Have Your Say

**Feedback**

"There was so much reading sources given for each week of the unit, it was a little unnerving as to how much I should of been reading."

**Recommendation**

Materials in the eReading list were flagged with a variety of guidance notes indicating whether the materials were 'Essential' through to 'Recommended' and 'Workshop Question'. Continue this practice. It is also recommended to reduce the amount of posted reading materials and this has been done for T2 that follows. Students should then be encouraged to search for additional materials through the CQU Library databases.

#### Feedback from Have Your Say

**Feedback**

"The deadlines of 5pm for assignments don't really help full time workers. In the previous 3 units I had 23:00 deadlines, which helped in finalising the assessments without rushing."

**Recommendation**

Consistent deadline submission times across all units would likely benefit students. A later submission time to 23:00 hours delays marker access but this may not be a major concern.

## 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%			•	•	•
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

Recommended readings will be provided in the eReading list for MGMT11109

### IT Resources

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

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

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

## Schedule

### Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to contemporary business	eReading List in Moodle	Workshop: Critical Thinking Skills

### Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Environmental factors influencing business	eReading List in Moodle	<b>Quiz 1</b> opens 20 July at 9:00 AM

### Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Legal structures and protections for business and startups

eReading List in Moodle

Quiz 1 closes 30 July at 5:00 PM  
**Quiz 2** opens 27 July at 9:00 AM

#### Week 4 - 03 Aug 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Organisational design and functional roles

eReading List in Moodle

Quiz 2 closes 6 August at 5:00 PM  
**Quiz 3** opens 3 August at 9:00 AM

#### Week 5 - 10 Aug 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Entrepreneurial perspectives in contemporary business

eReading List in Moodle

Quiz 3 closes 13 August at 5:00PM  
**Quiz 4** opens 10 August at 9:00 AM

#### Vacation Week - 17 Aug 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Innovation approaches in contemporary business

eReading List in Moodle

#### Week 6 - 24 Aug 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Sustainability and circular economics

eReading List in Moodle

Quiz 4 closes 27 August at 5:00 PM

#### Week 7 - 31 Aug 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Social responsibility and ethics

eReading List in Moodle

#### Week 8 - 07 Sep 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Globalisation

eReading List in Moodle

**Academic Essay** Due: Week 8  
Thursday (10 Sept 2020) 5:00 pm  
AEST

#### Week 9 - 14 Sep 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Business model architecture

eReading List in Moodle

#### Week 10 - 21 Sep 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Strategy and structure

eReading List in Moodle

#### Week 11 - 28 Sep 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Managing business operations

eReading List in Moodle

#### Week 12 - 05 Oct 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

Leadership matters

eReading List in Moodle

**Afterpay Limited: a reflective report on the contemporary business practices adopted by this entrepreneurial startup** Due: Week 12  
Thursday (8 Oct 2020) 5:00 pm  
AEST

#### Review/Exam Week - 12 Oct 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

#### Exam Week - 19 Oct 2020

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

## Assessment Tasks

### 1 Online Quizzes

#### Assessment Type

Online Quiz(zes)

#### Task Description

This aspect comprises four (4) online quizzes to assess your understanding of some key business concepts. Each quiz will comprise ten (10) multiple choice questions and contribute five percent (5%) respectively to the final result in the unit. Total value of this assessment is twenty percent (20%).

The quizzes can be accessed from the Assessment Tab in Moodle and will be available for completion at the following times:

Quiz	Content Covered	Quiz Opens	Quiz Closes
1	Week 1	Week 2: Monday 20 July at 9:00am AEST	Week 3: Thursday 30 July at 5:00pm AEST
2	Week 2	Week 3: Monday 27 July at 9:00am AEST	Week 4: Thursday 6 August at 5:00pm AEST
3	Week 3	Week 4: Monday 3 August at 9:00am AEST	Week 5: Thursday 13 August at 5:00pm AEST
4	Week 4	Week 5: Monday 10 August at 9:00am AEST	Week 6: Thursday 27 August at 5:00pm AEST

#### Number of Quizzes

4

#### Frequency of Quizzes

#### Assessment Due Date

As detailed in the table above

#### Return Date to Students

Score for the quiz is shown when the quiz is completed

#### Weighting

20%

#### Assessment Criteria

Each quiz is open for 20 minutes and has ten (10) multiple choice questions and each correct answer is awarded 0.5 per cent. The total value of each quiz is five (5) per cent.

Please allow 20 minutes to attempt each quiz. The quiz cannot be paused. Be sure to access the quiz in Moodle at least 20 minutes before the quiz closes at 5:00pm on the nominated date.

#### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

#### Submission

Online

#### 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 academic essay, you are required to critically analyse the following statement:

*The circular economy requires business to adopt entrepreneurial thinking and innovative approaches if the concept is to become a viable reality. Critically discuss.*

To support your argument, your critical analysis should use research from peer-reviewed academic journals, incorporating different perspectives on the statement, and identifying both positive and limiting factors. Your critical discussion must express an informed argument and draw compelling conclusions.

**Before you start writing**, it is recommended that you read the material uploaded to eReading List on critical thinking (Week 1) and the student Guide which elaborates how to write an academic essay.

### Assessment Due Date

Week 8 Thursday (10 Sept 2020) 5:00 pm AEST

Please submit through Turnitin in Moodle

### Return Date to Students

Week 10 Friday (25 Sept 2020)

Feedback and result will be available in Moodle by clicking on the 'blue pencil'

### Weighting

40%

### Assessment Criteria

CONTENT:

1. Evidence of your critical analysis of how circular economy practices might be achieved through entrepreneurial thinking (15%)
2. Examination of what innovations business might use to enact a circular economic growth (15%)

ESSAY QUALITIES:

1. Adherence to essay structure, adherence to 1500-words, quality of written expression, paragraph structure, grammar, punctuation, and spelling using Australian English (5 %)
2. Use of at least six (6) peer-reviewed papers from academic journals and adherence to CQU APA Referencing format (5%)

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online

### Submission Instructions

Submit 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 Afterpay Limited: a reflective report on the contemporary business practices adopted by this entrepreneurial startup

**Assessment Type**

Reflective Practice Assignment

**Task Description**

The purpose of this task is to assess your ability to critically evaluate application of the concepts and models of entrepreneurship, innovation and sustainability as evidenced in the contemporary business practices of the Australian information technology company AFTERPAY LIMITED (ASX:APT)

**Assessment Due Date**

Week 12 Thursday (8 Oct 2020) 5:00 pm AEST

Please submit through Turnitin in Moodle

**Return Date to Students**

Assessment feedback and results will be released after Grade Certification

**Weighting**

40%

**Assessment Criteria**

CONTENT:

1. Critical reflections on Afterpay's entrepreneurial practices (10%)
2. Critical reflections on innovation undertaken by Afterpay (10%)
3. Critical reflections on sustainability practiced by Afterpay (10%)

DOCUMENT QUALITIES:

1. Adherence to business report format, length 1500-words, quality of written expression, grammar, punctuation, and correct spelling using Australian English (5%)
2. Use of at least six (6) peer-reviewed papers from academic journals. Adherence to CQU APA Referencing format (5%)

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**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