



MGMT11109 *Introduction to Business*

Term 3 - 2020

Profile information current as at 14/12/2025 08:14 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.

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 - 2020

- Brisbane
- Melbourne
- Online

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)
- eReading List

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

Bruce Johnstone Unit Coordinator

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Schedule

Week 1: Introduction to contemporary business - 09 Nov 2020

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

Week 2: Environmental factors influencing business - 16 Nov 2020

Module/Topic	Chapter	Events and Submissions/Topic
Environmental factors influencing business	eReading list in Moodle	Quiz 1 opens Monday 16 November at 9:00am AEST

Week 3: Legal structures and protection for business and startups - 23 Nov 2020

Module/Topic	Chapter	Events and Submissions/Topic
Legal structures and protection for business and startups	eReading list in Moodle	Quiz 1 closes Thursday 26 November at 5:00pm AEST Quiz 2 opens Monday 23 November at 9:00am AEST

Week 4: Organisational design and functional roles - 30 Nov 2020

Module/Topic	Chapter	Events and Submissions/Topic
Organisational design and functional roles	eReading list in Moodle	Quiz 2 closes Thursday 3 December at 5:00pm AEST Quiz 3 opens Monday 30 November at 9:00am AEST

Vacation week - 07 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
There are no scheduled activities for this week.	There is no scheduled reading for this week.	

Week 5: Entrepreneurial perspectives in contemporary business - 14 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurial perspectives in contemporary business	eReading list in Moodle	Quiz 3 closes Thursday 17 December at 5:00pm AEST Quiz 4 opens Monday 14 December at 9:00am AEST

Week 6: Innovation approaches in contemporary business - 21 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
Innovation approaches in contemporary business	eReading list in Moodle	Quiz 4 closes Thursday 24 December at 5:00pm AEST

Week 7: Ethics, social responsibility and sustainability - 04 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic
Ethics, social responsibility and sustainability	eReading list in Moodle	

Week 8: Globalisation - 11 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic
Globalisation	eReading list in Moodle	

Week 9: Business model architecture - 18 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic
Business model architecture	eReading list in Moodle	Academic Essay Due: Week 9 Monday (18 Jan 2021) 11:45 pm AEST

Week 10: Strategy and structure - 25 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic
Strategy and structure	eReading list in Moodle	

Week 11: Managing business operations - 01 Feb 2021

Module/Topic	Chapter	Events and Submissions/Topic
Managing business operations	eReading list in Moodle	

Week 12: Leadership matters - 08 Feb 2021

Module/Topic	Chapter	Events and Submissions/Topic
Leadership matters	eReading list in Moodle	Business Report Due: Week 13 Monday (15 February 2021) at 11:45 pm AEST

Assessment Tasks

1 Online Quizzes

Assessment Type

Online Quiz(zes)

Task Description

This assessment comprises four (4) online quizzes to assess your understanding of 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. The 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 16 November at 9:00am AEST	Week 3: Thursday 26 November at 5:00pm AEST
2	Week 2	Week 3: Monday 23 November at 9:00am AEST	Week 4: Thursday 3 December at 5:00pm AEST
3	Week 3	Week 4: Monday 30 November at 9:00am AEST	Week 5: Thursday 17 December at 5:00pm AEST
4	Week 4	Week 5: Monday 14 December at 9:00am AEST	Week 6: Thursday 24 December 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 percent. The total value of each quiz is five (5) percent.

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:

"To become a viable reality, a business-led post-COVID recovery in Australia will rely on entrepreneurial mindsets and practical innovation. 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 9 Monday (18 Jan 2021) 11:45 pm AEST

Please submit through Turnitin in Moodle

Return Date to Students

Week 11 Monday (1 Feb 2021)

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

Weighting

40%

Assessment Criteria

Your report will be assessed according to the following criteria. Your report must demonstrate:

1. Evidence of your critical analysis of how a post-COVID business-led recovery might be achieved through entrepreneurial thinking. (15%)
2. Examination of what innovative approaches business might use to initiate a post-COVID business-led recovery. (15%)
3. Adherence to essay structure, adherence to 1500-words, quality of written expression, paragraph structure, grammar, punctuation, and spelling using Australian English (5%)
4. Use of at least six (6) peer-reviewed papers from academic journals. Adherence to CQUniversity APA reference style. (5%)

NOTE: In alignment with the CQUniversity Assessment Policy and Procedure, a **late submission penalty** of five (5) percent of the total available marks for the assessment must be deducted for each full or part calendar day the assessment task is overdue. **Excess word penalty:** Assignment submissions in excess of the specified word limit (+10%) will be penalised at 1% per 100-words over the limit.

Referencing Style

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

Submission

Online

Submission Instructions

Submissions must be made to the unit website 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 Business Report

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 EIS (entrepreneurship, innovation, and sustainability) as evidenced by Unilever in their circular economy initiative on plastic waste.

Assessment Due Date

Exam Week Monday (15 Feb 2021) 11:45 pm AEST

Submissions must be made to the unit website in Moodle.

Return Date to Students

Results and marking feedback will be made available on the unit website on Certification of Grades day.

Weighting

40%

Assessment Criteria

Your report will be assessed according to the following criteria. Your report must demonstrate:

1. Critical reflection on Unilever's entrepreneurial practices. (10%)
2. Critical reflection on Unilever's innovation practices. (10%)
3. Critical reflection on Unilever's sustainability practices. (10%)
4. Adherence to the short business report format, length 1500-words, quality of written expression, grammar, punctuation, and correct spelling using Australian English. (5%)
5. Use of at least six (6) peer-reviewed papers from academic journals. Adherence to CQUniversity APA reference style. (5%)

NOTE: In alignment with the CQUniversity Assessment Policy and Procedure, a **late submission penalty** of five (5) percent of the total available marks for the assessment must be deducted for each full or part calendar day the assessment task is overdue. **Excess word penalty:** Assignment submissions in excess of the specified word limit (+10%) will be penalised at 1% per 100-words over the limit.

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