



# MGMT11109 *Introduction to Business*

## Term 1 - 2021

Profile information current as at 20/06/2021 10:22 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 25-02-21

Assessment 2 essay topic should read as follows:

"To become a viable reality, adoption of a circular economy strategy by business will rely on entrepreneurial mindsets and practical innovation. Critically discuss in relation to the leadership by Linfox Logistics"

#### Unit Profile Correction added on 26-02-21

"Facebook's recent actions in Australia have significantly disrupted many individuals, businesses and service organisations. Discuss the ethical issues these actions have raised and consider EIS opportunities that business might initiate to mitigate the risk inherent with dependence on one social media platform."

## General Information

### Overview

This unit is designed to introduce you to the dynamic interplay of factors that influence the direction and success of contemporary business. You will explore the emerging shift from a linear economy to a circular economy and the facilitating role of entrepreneurship and innovation in successful business transitions. This includes the flow-on effects these have on business strategy, structures, employees, organisational design, and business operations. Business plays a significant role in society and the management skills required for business to be fit for the future rests with each of us. You have a role in this as an agent of positive change.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2021

- 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

**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 scope, scale, and contributions of contemporary business
2. Critically assess the dynamic influence of entrepreneurial, innovation, and sustainability (EIS) drivers in contemporary business
3. Critically assess the the consequential impacts of EIS on business strategy and structure, people, organisational design, and business operations
4. Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities
5. Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy.

## 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					•

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes								
	1	2	3	4	5	6	7	8	9
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

Students should refer to the eReading list for weekly reading materials and video links

### 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

**Malcolm Johnson** Unit Coordinator

[m.n.johnson@cqu.edu.au](mailto:m.n.johnson@cqu.edu.au)

## Schedule

### Week 1 - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to contemporary business	eReading list	<b>Assignment 1 Quiz Briefing session:</b> Tuesday 9 March at 1.00pm AEST (check Moodle for Zoom ID)

### Week 2 - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Dynamic contexts	eReading list	<b>Online Quiz #1 opens</b> 15 March at 9.00am AEST

### Week 3 - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurial drivers	eReading list	<b>Online Quiz #1 closes</b> 26 March at 11.45pm AEST <b>Online Quiz #2 opens</b> 22 March at 9.00am AEST

### Week 4 - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Innovation drivers	eReading list	<b>Online Quiz #2 closes</b> Thursday 1 April at 11:45pm AEST <b>Online Quiz #3 opens</b> 29 March at 9:00am AEST

**Week 5 - 05 Apr 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Sustainability drivers	eReading list	<b>Online Quiz #3 closes</b> 9 April at 11.45pm AEST <b>Online Quiz #4 opens</b> 5 April at 9.00am AEST <b>Assignment 2 Essay Briefing session:</b> Tuesday 6 April at 1.00pm AEST (check Moodle for Zoom ID)

**Vacation Week - 12 Apr 2021**

Module/Topic	Chapter	Events and Submissions/Topic
No lectures scheduled this week		

**Week 6 - 19 Apr 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Strategic perspectives	eReading list	<b>Online Quiz #4 closes</b> 23 April at 11.45pm AEST

**Week 7 - 26 Apr 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Structural considerations	eReading list	

**Week 8 - 03 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
People perspectives	eReading list	

**Week 9 - 10 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Organisational design	eReading list	<b>Assignment 3 Business Report Briefing session:</b> Tuesday 11 May at 1.00pm AEST (check Moodle for Zoom ID)  <b>Managerial Perspectives Essay</b> Due: Week 9 Monday (10 May 2021) 11:45 pm AEST

**Week 10 - 17 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Operational perspectives	eReading list	

**Week 11 - 24 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Looking forward: Skills for the future	eReading list	

**Week 12 - 31 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Your role as change agent	eReading list	

**Review/Exam Week - 07 Jun 2021**

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Business Report</b> Due: Review/Exam Week Monday (7 Jun 2021) 11:45 pm AEST

**Exam Week - 14 Jun 2021**

Module/Topic	Chapter	Events and Submissions/Topic



## 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%) of the unit.

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 <b>15 March</b> at 9:00am AEST	Week 3: Friday <b>26 March</b> at 11.45pm AEST
2	Week 2	Week 3: Monday <b>22 March</b> at 9:00am AEST	Week 4: Thursday <b>1 April</b> at 11.45pm AEST
3	Week 3	Week 4: Monday <b>29 March</b> at 9:00am AEST	Week 5: Friday <b>9 April</b> at 11.45pm AEST
4	Week 4	Week 5: Monday <b>5 April</b> at 9:00am AEST	Week 6: Friday <b>23 April</b> at 11.45pm 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 11.45pm on the nominated date.

#### Referencing Style

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

#### Submission

Online

#### Submission Instructions

Quizzes are accessed through the unit website in Moodle.

#### Learning Outcomes Assessed

- Describe the scope, scale, and contributions of contemporary business
- Critically assess the dynamic influence of entrepreneurial, innovation, and sustainability (EIS) drivers in contemporary business

#### Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

### 2 Managerial Perspectives Essay

## Assessment Type

Written Assessment

## Task Description

In line with the unit learning outcomes 3 and 4, this 1500-word essay (following academic format), requires you to critically assess the consequential impacts of entrepreneurship, innovation and sustainability (EIS) on business strategy and the managerial skill requirements for leveraging emerging EIS opportunities. Accordingly, critically discuss the following statement using relevant examples:

***"To become a viable reality, adoption of a circular economy strategy by business will rely on entrepreneurial mindsets and practical innovation."***

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. It may also be helpful to read the example essay that has been uploaded as a resource in Moodle.

**Assignment re-attempt.** This assessment allows for a resubmitted attempt in certain circumstances. If you have achieved between 40–49% of the total marks for this assessment item, you may request the Unit Coordinator for this unit to allow you to make a resubmission. You must make this request in writing via email within three calendar days of receiving your marks and feedback for this assessment.

The Unit Coordinator has the sole discretion for allowing a re-submission attempt. If the Unit Coordinator allows a resubmission attempt, the decision will be conveyed to you in writing via email to your student email address. The notice will include instructions for you on:

- What has to be done by you
- When and how you must resubmit (no more than seven calendar days from the decision being emailed to you will be allowed).

Your resubmission will result in no more than 50% of the allowed marks for this assessment item being awarded in total. That is, if you are allowed a resubmission, you can achieve no more than 50% for this assessment item, regardless of how well you perform in your resubmission.

No extensions will be allowed for your resubmission.

## Assessment Due Date

Week 9 Monday (10 May 2021) 11:45 pm AEST  
Please submit through Turnitin in Moodle

## Return Date to Students

Week 10 Friday (21 May 2021)  
Feedback and result will be available in Moodle by clicking on the 'blue pencil'

## Weighting

40%

## Assessment Criteria

Your essay will be assessed according to the following criteria:

1. Evidence of your critical analysis of how a circular economy might be achieved through entrepreneurial thinking. (15%)
2. Examination of practical approaches business might consider using to progress a circular economy strategy. (15%)
3. Adherence to academic 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

### Learning Outcomes Assessed

- Critically assess the the consequential impacts of EIS on business strategy and structure, people, organisational design, and business operations
- Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

## 3 Business Report

### Assessment Type

Reflective Practice Assignment

### Task Description

This assignment enables you to demonstrate learning outcomes 4 and 5, respectively:

- Critically evaluate the management skill requirements for successfully leveraging emerging EIS (entrepreneurship, innovation, and sustainability) opportunities;
- Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy.

In a **1500-word business report**, critically evaluate the progress of **Tesla's electric vehicle (EV) division** on these dimensions.

### Assessment Due Date

Review/Exam Week Monday (7 Jun 2021) 11:45 pm AEST

Submissions must be made through Turnitin on the unit website in Moodle.

### Return Date to Students

Results and marking feedback will be made available on the unit website after Certification of Grades on Friday 9 July.

### Weighting

40%

### Assessment Criteria

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

1. Identify emerging EIS opportunities for Tesla's electric vehicle (EV) division. (10%)
2. Discuss the management skills required to leverage these opportunities (10%)
3. Analyse how the influence of leadership may shape ethical and socially responsible initiatives for a circular economy (10%)
4. Adherence to **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%)

**PLEASE NOTE:** In alignment with the CQUniversity Assessment Policy and Procedure, and unless an assignment extension has been granted, 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 through Turnitin on the unit website in Moodle.

### **Learning Outcomes Assessed**

- Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities
- Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice
- Social Innovation

## 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.

### **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

### **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.