MGMT20144 *Management and Business Context*
Term 1 - 2017

Profile information current as at 26/04/2024 06:49 pm

All details in this unit profile for MGMT20144 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 offers a series of seminars and workshops that will offer you the foundation in contemporary issues in Business, the organisation and business practices. You will then have the opportunity to develop skills and knowledge of management, business contexts and examine the functions of a diverse range of firms. The unit will deliberate the impact of environmental forces on organisations, examine risks confronting the firm and discuss the practices adopted to overcome these including innovation, e-commerce, knowledge management, and globalisation. The unit will culminate in discussion of the governance options for different types of organizations and discuss the contemporary processes of regionalisation, emerging new world markets, global governance and globalisation. The unit will position these concepts as the foundation of your course and establish the groundwork for the development of consulting and management skills for general management.

Details

Career Level: *Postgraduate*
Unit Level: *Level 8*
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 - 2017

- Brisbane
- Distance
- Mackay
- Melbourne
- 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 Postgraduate 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. **Practical and Written Assessment**
Weighting: 30%
2. **Practical and Written Assessment**
Weighting: 30%
3. **Presentation and Written Assessment**
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

One student commented an area for improvement was "Instead of looking at YouTube videos, it would be better if we actually went through industrial case studies and look at the problems and how they resolved those in person. I think this would be beneficial."

Recommendation

Review the unit learning resources and add case studies where appropriate.

Feedback from Have Your Say

Feedback

Assessment Return could be improved.

Recommendation

Ensure students understand the processes and return times for assessment and reasons for non-return of assessment due to grades processing.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Analyse the range of environmental forces, organisational structures, functions, governance and legal requirements of firms and the impact on the business context
2. Discuss the contemporary issues impacting organisations including risk, innovation, knowledge management, e-commerce and the impact on the business context
3. Investigate the cross cultural and diversity issues affecting the management of people and organisations
4. Diagnose and discuss the impact of regionalisation and globalisation on business contexts
5. Apply organisational theory to the organisational issues and management practice examined in this unit
6. Critically analyse real world management and business context problems and offer solutions.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— 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	6
1 - Practical and Written Assessment - 30%	•	•		•		
2 - Practical and Written Assessment - 30%	•	•	•		•	
3 - Presentation and Written Assessment - 40%						•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Knowledge	◦		◦	◦	◦	◦
2 - Communication	◦	◦	◦	◦	◦	◦
3 - Cognitive, technical and creative skills	◦	◦		◦		◦
4 - Research		◦		◦	◦	◦
5 - Self-management				◦		◦
6 - Ethical and Professional Responsibility				◦		◦
7 - Leadership				◦		◦
8 - 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
1 - Practical and Written Assessment - 30%	◦	◦	◦					
2 - Practical and Written Assessment - 30%		◦	◦	◦	◦			
3 - Presentation and Written Assessment - 40%	◦	◦	◦	◦	◦	◦	◦	

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information
There is no compulsory prescribed textbook for this unit; instead, prescribed weekly reading material will be available in Moodle. However, in order to expand your knowledge and improve your success chances in this unit, it is important you carry out independent study and additional reading. Please find below a selection of recommended books, some of which you should peruse:

- Burrow, J. L., Kleindl, B., & Becraft, M. B. (2016). *Business Management*. United States: Cengage.
- Hill, C. W., & Hutt, G. T. M. (2016). *Global Business Today (9th ed.)*. New York, USA: McGraw-Hill.
- Hill, C. W. (2015). *International Business: Competing in the Global Marketplace (10th ed.)*. New York, USA: McGraw-Hill.
- Palmer, A. & Hartley, B. (2011). *The Business Environment (7th ed.)*. Maidenhead: McGraw-Hill.
- Solomon, M. R., Poatsy, M., & Martin, K. (2015). *Better Business (4th ed.)*. USA: Pearson Higher Education.
- Worthington, I. (2014). *The Business Environment (7th ed.)*. United Kingdom: Pearson.

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 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Laura Baker Unit Coordinator
l.e.baker@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the unit Details of Assessment tasks Expectation of student engagement Details of Moodle site and resources available Topic 1: The emergence of the organisation	For recommended Texts, Journal readings and video information, refer to the Moodle site.	

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 2: The impact of environmental forces on organisations	For recommended Texts, Journal readings and video information, refer to the Moodle site.	

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic

Topic 3: Risks confronting the firm	For recommended Texts, Journal readings and video information, refer to the Moodle site.	

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 4: Organisation and business practices	For recommended Texts, Journal readings and video information, refer to the Moodle site.	

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 5: The functions of a diverse range of firms	For recommended Texts, Journal readings and video information, refer to the Moodle site.	

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 6: Governance options for different types of organizations	For recommended Texts, Journal readings and video information, refer to the Moodle site.	Assignment 1 Due **Written Assessment - Essay** Due: Week 6 Monday (17 Apr 2017) 11:45 pm AEST

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 7: Innovation and Entrepreneurship	For recommended Texts, Journal readings and video information, refer to the Moodle site.	

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 8: Knowledge management and eCommerce	For recommended Texts, Journal readings and video information, refer to the Moodle site.	Return of Assignment 1

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 9: Contemporary processes of regionalisation	For recommended Texts, Journal readings and video information, refer to the Moodle site.	Assignment 2 Due **Written Assessment - Report** Due: Week 9 Friday (12 May 2017) 11:45 pm AEST

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 10: Globalisation and emerging new world markets		

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Topic 11: Issues related to cross cultural and international management	For recommended Texts, Journal readings and video information, refer to the Moodle site.	Return of Assignment 2

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

		Group Presentations
Student presentations in class		**Group Presentation and Report** Due: Week 12 Friday (2 June 2017) 11:45 pm AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Written Assessment - Essay

Assessment Type
Practical and Written Assessment

Task Description
This is an individual assessment task in which students will examine critical issues related to business and management context. The objective is to gain greater understanding of the contextual factors internal to a business that impact on a business or organisation and its business decision making.
The format of the assessment is an essay of 1500 words.
Further details are available on the Moodle site for this course.

Assessment Due Date
Week 6 Monday (17 Apr 2017) 11:45 pm AEST

Return Date to Students
Week 8 Tuesday (2 May 2017)
Due to public holiday on Monday in Queensland where co-ordinator works the marks and feedback will be released on Tuesday

Weighting
30%

Assessment Criteria
Assessment Criteria
Students are to demonstrate knowledge of the subject matter by:

- Defining key terms and utilising the theories and concepts presented in weeks 1-5
- Ability to explain major domestic and international contextual factors and how they affect business structures and strategy
- Demonstrating a breadth and quality of research by using a minimum of 12 academic sources
- Correctly using of the APA in text referencing system to correctly citing academic sources

These are the minimum requirements. Students should note that satisfactorily meeting the minimum requirements will typically result in the minimum pass grade being awarded.
As Masters students you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. 1. Students need to demonstrate “a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and 2. Students must demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning”.
Each unit in the MBA has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications. As Masters students you are expected to research beyond this minimum standard through additional texts, journals and studies to demonstrate an ability to engage in independent research.

Your attention is drawn to the University’s stated position on plagiarism. THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a full list of

references must be submitted as part of the assessment).

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Analyse the range of environmental forces, organisational structures, functions, governance and legal requirements of firms and the impact on the business context
- Discuss the contemporary issues impacting organisations including risk, innovation, knowledge management, e-commerce and the impact on the business context
- Diagnose and discuss the impact of regionalisation and globalisation on business contexts

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills

2 Written Assessment - Report

Assessment Type
Practical and Written Assessment

Task Description
This is an individual assessment that extends on the first assignment. Taking the perspective of the organisation examined in assignment one students are to select one of the following:
1. Governance
2. Innovation and Entrepreneurship
3. Knowledge Management and eCommerce
Students are to provide an overview of the chosen area and assess how it would be utlised by the organisation as a means of enhancing business practice.
Students are to refer to the Moodle site for further details

Assessment Due Date
Week 9 Friday (12 May 2017) 11:45 pm AEST

Return Date to Students
Week 11 Friday (26 May 2017)

Weighting
30%

Assessment Criteria
Students are to demonstrate knowledge of the subject matter by:

- Defining relevant terms, theories and concepts presented in weeks 6-8
- Ability to utilise the specific contextual factor chosen, explain key details and assess its impact on the relevant firm or organisation
- Ability to explain major domestic and international contextual factors and how they affect business structures and strategy
- Demonstrating a breadth and quality of research by using a minimum of 12 academic sources
- Correctly using of the APA in text referencing system to correctly citing academic sources

These are the minimum requirements. Students should note that satisfactorily meeting the minimum requirements will typically result in the minimum pass grade being awarded.
As Masters students you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. 1. Students need to demonstrate “a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and 2. Students must demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning”.
Each unit in the MBA has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications. As Masters students you are expected to research beyond this minimum standard through additional

texts, journals and studies to demonstrate an ability to engage in independent research.

Your attention is drawn to the University's stated position on plagiarism. THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a full list of references must be submitted as part of the assessment).

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Analyse the range of environmental forces, organisational structures, functions, governance and legal requirements of firms and the impact on the business context
- Discuss the contemporary issues impacting organisations including risk, innovation, knowledge management, e-commerce and the impact on the business context
- Investigate the cross cultural and diversity issues affecting the management of people and organisations
- Apply organisational theory to the organisational issues and management practice examined in this unit

Graduate Attributes

- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

3 Group Presentation and Report

Assessment Type
Presentation and Written Assessment

Task Description
Students will form groups and will be allocated an organisation by their lecturer.
The group will utilise the content of the unit addressed in weeks 1-5 to classify the nature of the firm and the key contextual factors.
Students are then to select one of the following factors to be the primary focus of their presentation and report:

1. Regional Economic Issues
2. Globalisation
3. Cross Cultural Management.

Groups are to assess the impact of the chosen contextual factor, identify the critical issues and generate a series of appropriate recommendations that will enhance organisational performance.
Students must to refer to the Moodle site for the requirements for each of the specific context chosen.
This is a group task that requires a formal presentation in class, to be delivered in week 12. Each Group will have 20 minutes (plus time for questions) to present their findings using appropriate support materials. Students should adopt the perspective of a group of professional consultants providing strategic advice to the CEO or Board of Directors of the firm.
In addition, an Executive Business Report (of no more than 2000 words) is to be submitted, which summarises key literature, issues, identified problems and recommendations.
Students must to refer to the Moodle site for the requirements of the written report.

Assessment Due Date
Week 12 Friday (2 June 2017) 11:45 pm AEST

Return Date to Students

As the final assessment task is used in place of an exam, marks and feedback will be released upon the release date for overall grades.

Weighting
40%

Assessment Criteria
Students are to demonstrate knowledge of the subject matter by:

- Defining relevant terms, theories and concepts presented in topics 1-11

- Ability to utilise the specific regional or international contextual factor chosen, explain key details and assess its impact on the relevant firm or organisation
- Demonstrating a breadth and quality of research by using a minimum of 12 academic sources
- Correctly using the APA in text referencing system to cite academic sources
- Concise and structured presentation with introduction, main presentation and conclusion
- Effective use of audio visuals and verbal communication delivered within the time allocation (20 mins per group)
- Ability to present key findings in a business presentation to expected professional standards
- Ability to work in a collaborative and effective manner as a team

These are the minimum requirements. Students should note that satisfactorily meeting the minimum requirements will typically result in the minimum pass grade being awarded.
As Masters students you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. 1. Students need to demonstrate “a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and 2. Students must demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning”.
Each unit in the MBA has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications. As Masters students you are expected to research beyond this minimum standard through additional texts, journals and studies to demonstrate an ability to engage in independent research.

Your attention is drawn to the University’s stated position on plagiarism. THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a full list of references must be submitted as part of the assessment).

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online Group

Submission Instructions
On campus students will deliver their presentation in class. Off-campus students will make arrangements with the course coordinator. Only one group member per group needs to submit the report online.

Learning Outcomes Assessed

- Critically analyse real world management and business context problems and offer solutions.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

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