



MGMT20144 *Management and Business Context*

Term 1 - 2018

Profile information current as at 14/12/2025 06:17 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 provide foundation skills and knowledge in contemporary business issues, and organisational and business practices. You will have the opportunity to develop business skills, gain knowledge of various business contexts, and examine the functions of a diverse range of organisations. You will assess the impact of environmental forces on organisations, examine risks confronting the organisation and discuss the practices adopted to overcome these, including innovation, e-commerce, knowledge management, and globalisation. The unit will enable you to engage in discussions about the governance options for different types of organisations and discuss the contemporary processes of regionalisation, emerging new world markets, global governance and globalisation. This foundation unit will develop your business skills for potential future business consulting, and your management skills for organisational management roles.

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 - 2018

- Brisbane
- Distance
- 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. **Essay**

Weighting: 30%

2. **Group Work**

Weighting: 30%

3. **Examination**

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

Qualitative feedback indicated that there were issues around the clarity, detail and marking criteria of assessment items.

Recommendation

Consider how to strengthen the communication around the assessment requirements.

Feedback from Have Your Say

Feedback

Qualitative feedback suggested that the number of assignments be reduced from three to two.

Recommendation

Consider the type or number of assessment items in Term 1, 2018.

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 businesses
2. Discuss the contemporary issues impacting organisations including risk, innovation, knowledge management, e-commerce and the impact on businesses
3. Investigate the cross cultural and diversity issues affecting the management of people and organisations
4. Examine the impact of regionalisation and globalisation on businesses
5. Recommend solutions to contemporary challenges facing businesses.

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 - Essay - 30%	•	•			•
2 - Group Work - 30%			•	•	•
3 - Examination - 40%	•	•	•	•	

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - Essay - 30%	○	○		○		○		
2 - Group Work - 30%	○	○	○	○	○	○	○	
3 - Examination - 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

Christiana Liang Unit Coordinator

c.liang@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 1: The emergence of the organisation</u> <u>Introduction to the unit</u> Details of Assessment tasks Expectation of student engagement with unit Details of Moodle site and resources available Formation of groups	For recommended texts, journal readings and video information refer to the Moodle site	

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 2: The impact of environmental forces on organisations</u>	For recommended texts, journal readings and video information refer to the Moodle site	

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 3: Risks confronting the firm</u>	For recommended texts, journal readings and video information refer to the Moodle site	

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 4: Organisation and business practices</u>	For recommended texts, journal readings and video information refer to the Moodle site	

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 5: The functions of a diverse range of firms</u>	For recommended texts, journal readings and video information refer to the Moodle site	<u>Assessment Item 1 - Business analysis essay</u> Due: 11:55 PM, Friday 6 April, 2018 (AEST) Business analysis Due: Week 5 Friday (6 Apr 2018) 11:55 pm AEST

Vacation Week - 09 Apr 2018

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

There are no classes this week

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 6: Governance options for different types of organisations</u>	For recommended texts, journal readings and video information refer to the Moodle site	Assessment Item 2 - Group presentation: Topic 6 Due: Presentation done during the tutorial for week 6

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 7: Innovation and entrepreneurship</u>	For recommended texts, journal readings and video information refer to the Moodle site	Assessment Item 2 - Group presentation: Topic 7 Due: Presentation done during the tutorial for week 7 Assessment Item 1 marks returned

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 8: Knowledge management and eCommerce</u>	For recommended texts, journal readings and video information refer to the Moodle site	Assessment Item 2 - Group presentation: Topic 8 Due: Presentation done during the tutorial for week 8

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 9: Contemporary processes of regionalisation</u>	For recommended texts, journal readings and video information refer to the Moodle site	Assessment Item 2 - Group presentation: Topic 9 Due: Presentation done during the tutorial for week 9

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 10: Globalisation and emerging new world markets</u>	For recommended texts, journal readings and video information refer to the Moodle site	Assessment Item 2 - Group presentation: Topic 10 Due: Presentation done during the tutorial for week 10

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Topic 11: Issues related to cross cultural and international management</u>	For recommended texts, journal readings and video information refer to the Moodle site	Assessment Item 2 - Group presentation: Topic 11 Due: Presentation done during the tutorial for week 11

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
<u>Exam preparation and unit review</u>		Assessment Item 2 - Group presentation: Topic 6 - 11 if not previously done Due: Presentation done during the tutorial for week 12 Assessment Item 2 - Report: Topics 6-11 Due: 11:55 PM Friday 1 June, 2018 (AEST) Presentation and written report Due: Week 12 Friday (1 June 2018) 11:55 pm AEST

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 11 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic
<u>Written exam</u>	All Topics 1-11 will be covered in the exam	The date for the exam will be notified later in the term.

Assessment Tasks

1 Business analysis

Assessment Type

Essay

Task Description

Objective

A business organisation is an individual or group of people that collaborate to achieve certain commercial goals. Some business organisations are formed to earn income for owners. Other business organisations, called nonprofits, are formed for public purposes. This is an individual assessment task in which you will examine critical issues related to business and management contexts. The objective is to gain greater understanding of the contextual factors internal and external to a business that impact on a business organisation and its decision making.

Task

This assignment is a precursor to Assessment Item 2. In Assessment Item 2 you will choose an organisation and a contextual factor from those provided in a list; you must explore the assigned contextual factor in relation to the specific organisation. PLEASE NOTE you do not choose your own organisation; you MUST choose from the list provided. Prior to discussing the specific contextual factor of interest in Assessment Item 2, Assessment Item 1 requires you to discuss the assigned business organisation in relation to the following five topics.

1. Describe the organisational structure of the business.
2. Discuss the external and internal environmental forces that impact the business.
3. Analyse the risks that currently confront the business organisation.
4. Describe the business practices decisions that the business should make to enhance organisational performance.
5. Discuss the most important functions within the business organisation that will assist it to achieve its strategy.

The format of the assessment is an essay of 1500 words (+/-10%).

PLEASE NOTE: Even though Assessment Item 1 is an individual assignment, you should form your group for Assessment Item 2 early as the organisation studied in Assessment Item 1 will be the same as the organisation for Assessment Item 2.

Assessment Due Date

Week 5 Friday (6 Apr 2018) 11:55 pm AEST

Each day or part thereof that the assignment is late will incur a penalty of 5% of the total marks for the assignment. In this case, 1.5 marks per day.

Return Date to Students

Week 7 Monday (23 Apr 2018)

All attempts will be made to return marked assignments by the date indicated. Assessment marks will be returned after marking and moderation processes are completed. Sometimes factors beyond our control affect the timelines of marking and feedback. Where this occurs students will be notified via the unit Moodle site.

Weighting

30%

Assessment Criteria

A marking rubric expanding on the criteria below will be provided on Moodle.

Students are required to demonstrate knowledge of the subject matter by:

- Defining key terms and utilising the theories and concepts presented in Topics 1-5 (8 marks).
- Explaining major internal and external contextual factors and how they affect business structures and strategy (8

- marks)
- Explaining major internal and external contextual factors and how they affect business decision making (7 marks).
- Demonstrating a breadth and quality of research by using a minimum of 12-16 academic sources (3 marks).
- Correctly using the APA referencing system to cite academic sources in-text and in the reference list (2 marks).
- Correctly using the essay structure and using appropriate conventions of academic writing (2 marks).

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 postgraduate 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 a postgraduate level course 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 postgraduate 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

Submission Instructions

All assignments must be submitted through the Moodle site. No email submissions will be accepted. Please contact TaSAC if you have difficulty accessing the Moodle site.

Learning Outcomes Assessed

- Analyse the range of environmental forces, organisational structures, functions, governance and legal requirements of firms and the impact on businesses
- Discuss the contemporary issues impacting organisations including risk, innovation, knowledge management, e-commerce and the impact on businesses
- Recommend solutions to contemporary challenges facing businesses.

Graduate Attributes

- Knowledge
- Communication
- Research
- Ethical and Professional Responsibility

2 Presentation and written report

Assessment Type

Group Work

Task Description

Objective

This is a group assignment that builds on the business analysis commenced in Assessment Item 1. The assignment provides students the opportunity to demonstrate their understanding of management and business contextual theories, concepts and models through the analysis of an existing business organisation. The assignment requires you to analyse the current situation and suggest practical and probable solutions to improve organisational performance. The secondary purpose of this assignment is to give you the opportunity to collaboratively apply your research, analysis, critical thinking and oral communication skills, particularly the ability to present a business analysis. You should adopt the perspective of a group of professional consultants providing strategic advice to the CEO, manager, or Board of Directors of the business organisation.

Task

You must be enrolled in a specific campus tutorial group by the beginning of week 4, no changes to tutorial groups will be allowed after groups have been formed. NOT MORE than seven groups of students per tutorial will be formed during

classes in Week 4; these groups must be recorded on the unit Moodle site. Groups will be provided with information about a specific contextual factor from Topics 6-11 relevant to an existing business organisation. Your group will choose the organisation and its corresponding contextual factor from the list provided on Moodle. Please choose your contextual factor and corresponding organisation from the list provided based either on the contextual factor of interest to you or the week when you would like to do your in-class presentation. Distance students, please note that your presentation will be done via Zoom with the primary unit coordinator in the week corresponding the chosen topic. Whilst the presentations will be done in class on a weekly basis the report that relates to the presentation is due in Week 12 regardless of which week you presented.

The contextual factors that will be examined in the presentation and report are:

- Governance Options and Issues - Week 6 OR
- Innovation and Entrepreneurship Issues - Week 7 OR
- Knowledge Management and eCommerce Issues - Week 8 OR
- Regional Economic Issues - Week 9 OR
- Globalisation Issues - Week 10 OR
- Cross Cultural Management Issues - Week 11

This is a group task that requires you to do a formal presentation of not more than 5 minutes per student. However, the total presentation time should be not more than 20 minutes. So if there are 5 students in your group, the presentation must still be no more than 20 minutes in length. The presentation should consist of referenced slides that are narrated; every member of the group must present on the nominated day. Both the PowerPoint slides, and a reference list are to be uploaded to Moodle the day of your presentation. Only one member of your group needs to do this.

In addition to the presentation you are to write a report that summaries the main content of the presentation. A minimum of 12-16 academic sources must be used to further research and investigate the business organisation and contextual factor. You are to assess the impact of the contextual factor, identify the critical issues and generate a series of appropriate recommendations that will enhance the performance of the specific business organisation. You only need to submit one report per group on Moodle. Your report should take into account feedback that was given on the presentation.

THE REPORT IS DUE at 11:55 PM Friday 1 June, 2018. The report should be 1500 words (+/- 10%).

You are also required to provide peer evaluation and feedback to each of the other groups in your tutorial class. In addition, you must recommend solutions to contemporary challenges facing the business discussed in each presentation that is done by other groups in your tutorial class. This will be done in class from weeks 6-11; therefore you must attend the presentations of every group in your tutorial class. The evaluation, feedback and recommendation provided each week will comprise 6 of the 30 marks for this assessment item; this is one mark per week. You will be provided with a form to complete each week and this will be collected at the end of the tutorial. This is an individual mark and will be added to the final mark for this assessment item.

Assessment Due Date

Week 12 Friday (1 June 2018) 11:55 pm AEST

Please note that the PRESENTATIONS WILL BE DONE IN CLASS IN THE WEEK CORRESPONDING THE TOPIC CHOSEN BY YOUR GROUP. It is only the report that is due 11:55 PM Friday 1 June, 2018.

Return Date to Students

Review/Exam Week Friday (8 June 2018)

All attempts will be made to return marked assignments before you sit the final exam. Assessment marks will be returned after marking and moderation processes are completed. Sometimes factors beyond our control affect the timelines of marking and feedback. Where this occurs students will be notified via the unit Moodle site.

Weighting

30%

Assessment Criteria

A marking rubric expanding on the criteria below will be provided on Moodle.

Students are required to demonstrate knowledge of the subject matter by:

In the presentation as a group mark -

- Developing a concise and structured presentation with introduction, main presentation, conclusion and recommendations (4 marks)
- Effectively using visual and oral communication delivered within the allocated time to expected professional standards (4 marks)
- Utilising the specific contextual factor, explaining key details and assessing their impact on the relevant business organisation (4 marks)

In the report as a group mark -

- Defining relevant terms, theories and concepts presented in Topics 6-11 (4 marks)
- Displaying an ability to develop appropriate recommendations to improve the performance of the business organisation (4 marks)
- Using appropriate conventions of report writing and academic writing (2 marks)
- Demonstrating a breadth and quality of research by using a minimum of 12-16 academic sources referenced in the APA style (2 marks)

When attending other groups' presentations, as an individual mark -

- Recommending solutions to contemporary challenges facing businesses (3 marks)
- Providing appropriate peer evaluation and feedback (3 marks)

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 postgraduate 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 a postgraduate level course 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 postgraduate 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

The PowerPoint slides, and a reference list are to be uploaded to Moodle the day of your presentation. The report is to be uploaded to Moodle by 11:55 PM Friday 1 June, 2018.

Learning Outcomes Assessed

- Investigate the cross cultural and diversity issues affecting the management of people and organisations
- Examine the impact of regionalisation and globalisation on businesses
- Recommend solutions to contemporary challenges facing businesses.

Graduate Attributes

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

Examination

Outline

Complete an invigilated examination.

Date

During the examination period at a CQUniversity examination centre.

Weighting

40%

Length

180 minutes

Exam Conditions

Closed Book.

Materials

Dictionary - non-electronic, concise, direct translation only (dictionary must not contain any notes or comments).
No calculators permitted

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