



ISYS360

Technology Management

S1 Evening 2014

Computing

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

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Credit points

3

Prerequisites

39cp

Corequisites

Co-badged status

Unit description

This unit provides insights into five broad aspects of management systems: environment of management; organisations and their behaviour; management of human resources; project management and control; contracts; assessment; control and quality management; user interface management; training; documentation and industrial relations legal issues; and management responsibility. From a practical perspective the unit involves examining new venture start-ups with high-tech industrial and commercial domains, with students working in groups on a project plan. The unit is aimed at students with a background that is typically technical although this is not essential.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

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

Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.

People Skills. Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.

Critical Analysis. Practice how to both provide and accept critical analysis and

constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.

Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Communication. Understand how to customise and present information for different business purposes for your network of stakeholders.

Assessment Tasks

Name	Weighting	Due
Quiz 1	5%	1/4/14
Assignment 1	15%	25/3/14
Quiz 2	5%	29/4/2014
Quiz 3	5%	20/5/2014
Assignment 2 Report	20%	3/6/2014
Assignment 2 Presentation	5%	3/6/2014
Quiz 4	5%	10/6/2014
Final Examination	40%	TBA

Quiz 1

Due: **1/4/14**

Weighting: **5%**

40 Multiple choice questions, 10 from each of chapters 3, 4, 5 and 6 of the textbook, randomly selected from a large question database to test understanding of lecture materia.

On successful completion you will be able to:

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assignment 1

Due: **25/3/14**

Weighting: **15%**

Using Internet based reference sources analyse the current market position of Apple Inc. Apply the principles from the textbook to answer a series of questions on Apple's meteoric rise as the world's largest public company, Steve Jobs' management style and Apple's organisational culture, current strategic issues facing Apple and the prognosis for the future.

On successful completion you will be able to:

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.
- Communication. Understand how to customise and present information for different business purposes for your network of stakeholders.

Quiz 2

Due: **29/4/2014**

Weighting: **5%**

40 Multiple choice questions, 10 from each of chapters 7, 8, 9 and 10 of the textbook, randomly selected from a large question database to test understanding of lecture materia.

On successful completion you will be able to:

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Quiz 3

Due: **20/5/2014**

Weighting: **5%**

40 Multiple choice questions, 10 from each of chapters 11, 12, 13 and 14 of the textbook, randomly selected from a large question database to test understanding of lecture materia.

On successful completion you will be able to:

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assignment 2 Report

Due: **3/6/2014**

Weighting: **20%**

A group of FOUR students will select a new product, service or business venture as the basis for a comprehensive business plan, covering market analysis, the product or service offering, marketing plan, operations plan, financial plan, risk management and recommendations. The overall mark is moderated by Peer Review feedback.

On successful completion you will be able to:

- Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- People Skills. Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.
- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.
- Communication. Understand how to customise and present information for different business purposes for your network of stakeholders.

Assignment 2 Presentation

Due: **3/6/2014**

Weighting: **5%**

Each student will individually present their segment of their group's business plan. These presentations will be marked by the lecturer.

On successful completion you will be able to:

- **Leadership.** Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- **People Skills.** Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.
- **Critical Analysis.** Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- **Business Understanding.** Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.
- **Communication.** Understand how to customise and present information for different business purposes for your network of stakeholders.

Quiz 4

Due: **10/6/2014**

Weighting: **5%**

40 Multiple choice questions, 10 from each of chapters 15, 16, 17 and 18 of the textbook, randomly selected from a large question database to test understanding of lecture materia.

On successful completion you will be able to:

- **Critical Analysis.** Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- **Business Understanding.** Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Final Examination

Due: **TBA**

Weighting: **40%**

A series of short answer questions representing most chapters of the textbook to be completed in a closed book exam over 3 hours.

On successful completion you will be able to:

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.
- Communication. Understand how to customise and present information for different business purposes for your network of stakeholders.

Delivery and Resources

Text book is:

- Management (6th Ed) Robbins, Bergman, Stagg & Coulter, Pearson, 2012.

All lecture slides will be available from [iLearn](#). Audio from the lectures will be available via the Echo360 system with links from the unit's iLearn home page.

Students will need to attend the workshops to engage in group discussions and receive a summary session from the lecturer. These workshops are an integral part of the unit and students are encouraged to participate.

All assignments are accessed from [iLearn](#) and submitted through iLearn.

Assignments 1 and 2 are Turnitin assignments, submitted through iLearn, but sent to Turnitin for plagiarism checking. Students should allow up to 24 hours to receive Turnitin feedback reports.

Students who have poor levels of English are encouraged to take remedial classes and seek help early. Students are encouraged to use these resources:

- http://web.science.mq.edu.au/new_and_current_students/undergrad/student_resources/
- http://www.students.mq.edu.au/support/learning_skills/

Special consideration policy: http://comp.mq.edu.au/undergrad/policies/special_consideration_policy.htm

Unit Schedule

Students are expected to have read the relevant text book chapter ahead of attending lecture. Quizzes cover the majority of the textbook, so acquiring a copy of the textbook at the beginning of the course is essential. All assignments and the final are also based on the textbook material.

Text book is:

- Management (6th Ed) Robbins, Bergman, Stagg & Coulter, Pearson, 2012

Students are also expected to read business and IT sections of the news to keep up-to-date with the latest information, and contribute to lecture and workshop discussions.

This is an intensive delivery with 3 sessions per week on Monday, Wednesday and Thursday, with Echo recorded lectures from 10:00 am to 12:00 noon and Workshop Case Studies from 1:00 to 3:00 pm. Students are required to bring a copy of the textbook to workshop sessions. It is advisable to have a downloaded copy of the textbook PowerPoints for lecture presentations.

The first half of the course is focussed on the textbook. The individual assignment is due before the break so that marks can be returned to students before return for the second half of the unit in 2014. Additional material on the impact of technology on business is provided during the second half of the course with lectures on the collaborative economy, the future of work and guest speakers from Oracle and Microsoft. The Group Assignment is the focus of the second half with groups and topics decided in the first week and culminating in a significant business plan and individual student presentations.

The unit schedule for Semester 1 2014 is:

Session	Day and Date	Lecture	Workshop	Assignment
1	Tues 4/3/14	Outline Organisations and Management Chapters 1	Managing McDonald's Australia, pp 34-36	
2	Tues 11/3/14	Organisational Culture Global Environment Chapters 3 and 4	Out of control, pp 116-117 Culture at HubSpot	Release Assignment 1
3	Tues 18/3/14	Social Responsibility Managing Change Chapters 5 and 6	The biggest corporate corruption scandal in Australia's history? pp 202-204	Quiz 1 on Chapters 3,4,5 and 6
4	Tues 25/3/14	Decision Making Planning Chapters 7 and 8	Designing for dollars, pp 286-288	Assignment 1 Due 5:00 pm, 25/3/14

5	Tues 1/4/14	Strategic Management Organisational Structure Chapters 9 and 10	Starbucks and McCafe – a David vs Goliath battle? pp 350-352	Quiz 2 on Chapters 7,8,9 and 10 Quiz 1 Due 5:00 pm , 1/4/14
6	Tues 8/4/14	Communication HRM Chapters 11 and 12	Delivery disaster at Domino's Pizza, pp 419-420	Assignment 1 due
7	Tues 29/4/14	Collaborative Economy Writing a Business Plan	Group Assignment Topics Collaborative Business Models	Release Assignment 2 Quiz 2 Due by 5:00 pm, 29/4/14
8	Tues 6/5/14	Individual and team behaviour Chapters 13 and 14	It's a jungle out there, pp 548-549	Quiz 3 on Chapters 11, 12, 13 and 14 D
9	Tues 15/5/14	Oracle Guest Speakers	Radical leadership, pp 636-637	Assignment 2 Abstract Due by 5:00 pm on 13/5/14
10	Tues 20/5/14	Motivation Leadership Chapters 15 and 16	Baggage blunders, pp 683-684	Quiz 3 Due by 5:00 pm, 20/5/14
11	Tues 27/5/14	Control Operational Management Chapters 17 and 18	Groups practice presentations	Quiz 4 on Chapters 15, 16, 17 and 18
12	3, 5, 6, 7/6/14	Group Presentations	Group Presentations	Assignment 2 Report and Presentation Due by 5:00 pm on 3/6/14
13	Tues 10/6/14	Microsoft Guest Speaker	Revision	Quiz 4 due by 10/6/14
Exam	TBA	Check online for details	All lecture material (incl. guest speakers)	

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Staff-Student Liaison Committee

The Department has established a Staff-Student Liaison Committee at each level (100, 200, 300) to provide all students studying a Computing unit the opportunity to discuss related issues or problems with both students and staff.

The committee meets three times during the semester. For each meeting, an agenda is issued and minutes are taken. These are posted on the web at <http://www.comp.mq.edu.au/undergrad/info/liaison/300-level/>

If you have exhausted all other avenues, then you should consult the Director of Teaching (Dr. Rolf Schwitter) or the Head of Department (Prof. Bernard Mans). You are entitled to have your concerns raised, discussed and resolved.

Assessment policy

If you cannot complete a piece of work please see the convenor **before** the due date. Check also the [special consideration](#) policy. A more detailed description of each task is given below.

Assessment tasks explained

As the table under assessment tasks indicates, there will be 7 assessment tasks.

- Four iLearn multiple choice quizzes
- One main individual assignment.
- One group assignment - individually moderated
- A presentation (in Session 12) on the group assignment. Attendance at the presentation is compulsory. This presentation is marked individually.
- One final examination.

See the Grading section for information on grades and performance criteria.

All assignments should be completed (quizzes) or submitted via the online system at <http://learn.mq.edu.au/> by the time specified in the assignment description.

All work submitted should be readable and well presented.

Late work will be accepted with a penalty of 10% of the marks for the assignment per day, or part day, submitted late. Hence, an assignment submitted four and a half days late will get at most half the marks. If you cannot submit on time because of illness or other circumstances, please contact the lecturer **before** the due date.

Final Examination

For this unit, a final examination is fully appropriate to test learning and knowledge of all learning outcomes. In particular, It allows for accurate reflection of the degree of understanding of learning outcomes LO3, LO4 and LO5.

The final examination accounts for 40% of the final mark. The three hour exam will consist of 180 marks, 18 short answer questions, each worth 10 marks and each question based on a separate chapter of the textbook.

Regarding the examination process, note that

- the expected date for the examination for this unit is Tuesday, 28th January.
- you are expected to present yourself for examination at the time and place designated in the [University Examination Timetable](#)
- no early examinations for individuals or groups of students will be set. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period
- the only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for [Special Consideration](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- People Skills. Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.
- Communication. Understand how to customise and present information for different business purposes for your network of stakeholders.

Assessment tasks

- Quiz 1
- Assignment 1
- Quiz 2
- Quiz 3
- Assignment 2 Report
- Assignment 2 Presentation
- Quiz 4
- Final Examination

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Assessment tasks

- Quiz 1
- Assignment 1
- Quiz 2
- Quiz 3
- Assignment 2 Report
- Assignment 2 Presentation
- Quiz 4
- Final Examination

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assessment tasks

- Quiz 1
- Assignment 1
- Quiz 2
- Quiz 3
- Assignment 2 Report
- Assignment 2 Presentation
- Quiz 4
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assessment tasks

- Quiz 1
- Assignment 1
- Quiz 2
- Quiz 3
- Assignment 2 Report
- Assignment 2 Presentation
- Quiz 4
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assessment tasks

- Quiz 1
- Assignment 1
- Quiz 2
- Quiz 3
- Assignment 2 Report
- Assignment 2 Presentation
- Quiz 4
- Final Examination

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Critical Analysis. Practice how to both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Business Understanding. Understand and apply all the different elements that is needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assessment tasks

- Assignment 1
- Assignment 2 Report
- Assignment 2 Presentation
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- People Skills. Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.
- Communication. Understand how to customise and present information for different business purposes for your network of stakeholders.

Assessment tasks

- Assignment 1
- Assignment 2 Report
- Assignment 2 Presentation
- Final Examination

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Leadership. Develop leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- People Skills. Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.

Assessment tasks

- Assignment 1
- Assignment 2 Report
- Assignment 2 Presentation

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcome

- People Skills. Understand individual personalities and communication styles and how this necessarily impacts interpersonal interactions and team motivation and performance.

Assessment tasks

- Assignment 2 Report
- Assignment 2 Presentation

Grading

At the end of the semester, you will receive a grade that reflects your achievement in the unit

- **Fail (F):** does not provide evidence of attainment of all learning outcomes. There is missing or partial or superficial or faulty understanding and application of the fundamental concepts in the field of study; and incomplete, confusing or lacking communication of ideas in ways that give little attention to the conventions of the discipline.
- **Pass (P):** provides sufficient evidence of the achievement of learning outcomes. There is demonstration of understanding and application of fundamental concepts of the field of study; and communication of information and ideas adequately in terms of the conventions of the discipline. The learning attainment is considered satisfactory or adequate or competent or capable in relation to the specified outcomes.
- **Credit (Cr):** provides evidence of learning that goes beyond replication of content knowledge or skills relevant to the learning outcomes. There is demonstration of substantial understanding of fundamental concepts in the field of study and the ability to apply these concepts in a variety of contexts; plus communication of ideas fluently and clearly in terms of the conventions of the discipline.
- **Distinction (D):** provides evidence of integration and evaluation of critical ideas, principles and theories, distinctive insight and ability in applying relevant skills and concepts in relation to learning outcomes. There is demonstration of frequent originality in defining and analysing issues or problems and providing solutions; and the use of means of communication appropriate to the discipline and the audience.
- **High Distinction (HD):** provides consistent evidence of deep and critical understanding in relation to the learning outcomes. There is substantial originality and insight in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critical evaluation of problems, their solutions and their implications; creativity in application.

In this unit, your final grade depends on your performance in each part of the assessment. For each task, you receive a mark that combines your standard of performance regarding each learning outcome assessed by this task. Then the different component marks are added up to determine your total mark out of 100. Your grade then depends on this total mark and your overall standards of performance.

In particular, in order to pass the unit, you must

- Have performed satisfactorily in Assignments One and Two.
- Have attempted at least 2 out of the 4 iLearn quizzes.
- Have satisfactory performance in the final examination.

This means that you may fail the unit if you do not submit satisfactory submissions for the assignments, do not attempt the quizzes or do not perform satisfactorily in the exam.

Department of Computing expectations are that students have to perform satisfactorily in the final exam as well as in their internal work/assignments.

Obtaining a grade higher than a Pass (P) in this unit will require a student to obtain (in addition to the above):

- the required total number of marks (Credit - 65, Distinction - 75, High Distinction - 85).

Standards

Four standards, namely HD, D, CR, P summarize as many different levels of achievement. Each standard is precisely defined to help students know what kind of performance is expected to deserve a certain mark. The standards corresponding to the [learning outcomes of this unit](#) are given below:

L.O. 1	Pass	Credit	Distinction	High Distinction
Leadership	Can reproduce some definitions and ideas, show some breadth of understanding of new business leadership	Show breadth of understanding across most of the unit material relating to a new business venture	Apply terminology and ideas in some new contexts, show breadth of understanding across most of the new business unit material	Apply terminology and ideas in new contexts, show breadth of understanding of all the new business unit material and external references
L.O. 2	Pass	Credit	Distinction	High Distinction
People Skills	Can reproduce some definitions and ideas, show some breadth of understanding of individual and team motivation	Show breadth of understanding across most of the unit material relating to individual and team motivation	Apply terminology and ideas in some new contexts, show breadth of understanding across most of the people management unit material	Apply terminology and ideas in new contexts, show breadth of understanding of all people management unit material and external references
L.O. 3	Pass	Credit	Distinction	High Distinction

Critical Analysis	Able to provide and accept critical analysis and demonstrate some social learning skills related to some unit material	Able to provide and accept well considered critical analysis and demonstrate social learning skills related to most of the unit material	Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material	Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material and additional outside reference material
L.O. 4	Pass	Credit	Distinction	High Distinction
Business Understanding	Understands the basic idea of how to build a successful business including some of the elements of marketing, operations, financials and control.	Understands more than the basic superficial ideas of how to build a successful business including most of the elements of marketing, operations, financials and control.	Exemplifies a knowledge of the key concepts of how to build a successful business including all of the elements of marketing, operations, financials and control.	Has a complete command of the subject matter on a deeper level on how to build a successful business including all of the elements of marketing, operations, financials control and risk management.
L.O. 5	Pass	Credit	Distinction	High Distinction
Communication	Understands the basic idea of how to customise and present information for different purposes and/or stakeholders and can demonstrate basic written and oral delivery skills	Understands the concepts of how to customise and present information for different purposes and/or stakeholders and can demonstrate reasonable written and oral delivery skills	Understands the nature of business communications and how to appeal to the needs of various stakeholder groups and can demonstrate good written and oral delivery skills	Understands the nature of business communications and how to appeal to the needs of various stakeholder groups and can demonstrate superior written and oral delivery skills

What has changed since last offering

1. Assessment tasks have been updated, with re-structured quizzes and a new exam format.
2. More resources have been provided for Assignment 3 with information on sales forecasting and financial analysis.
3. Additional material provided on the future of technology and consumer trends to assist with selection of an interesting new business concept for Assignment 3.
4. Format and content of guest speaker presentations have been updated.