BBA 360

Business Project

S1 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Deborah Howlett
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Contact via deborah.howlett@mq.edu.au
E4A room 419
Monday 2.00pm - 3.00pm and Tuesday 4.00pm - 5.00pm

Tutor
Christine Sinclair
christine.sinclair@mq.edu.au
Contact via Email
N/A
By appointment (via email)

Credit points
3

Prerequisites
(Admission to BBA or BBABA or BBABA-Psych or BBABCom-ProfAccg or BBABPsych(Hons) or BBALLB) and (42cp at 100 level or above) including ((BBA216 or BUS201) and BBA350 and (BUSL250 or BUSL251))

Corequisites

Co-badged status

Unit description
This unit provides a platform for students to exercise the knowledge and skills that they have gained in previous units, particularly BBA350. The major component of the unit is a business-based group project, where students will actively engage with an organisation including but not limited to: not-for-profit organisations, government agencies, companies, and industry partners. Group work engages students in the challenges of interpersonal communication, task allocation, coordination and control. Students will gain an insight into organisations and be able to contextualise their graduate capabilities into the final business project.

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:

Assess an industry's strategic issues and the environment in which they are generated and recommend strategic solutions.

Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.

Critically appraise issues related to corporate and global level strategy.

Evaluate the importance of organisational structure in corporate strategy.

Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group .

General Assessment Information

Attendance will be taken in the tutorials.

Warning: **You must attend at least 10 of the 12 tutorials** – failure to do so will lead to major deduction from your group-work contribution.

Certain lectures and tutorials require attendance as listed. These lectures include: Weeks 1, 2, 3, 4, 5, and 6. Attendance at tutorials **MUST** include: Weeks 2, 3, 5, 6, 7, 8, 9, 11, 12 and 13.

You must email the Unit Co-ordinator/tutor if you are not attending the designated lecture and/or tutorial.

You must stay in the tutorial to which you were enrolled as a cap is applied on the number of students to each tutorial in order to maximise your learning experience. **Changes cannot be made after week two and must have prior permission of Unit Convenor.**

Group work is a major component and a learning outcome of this unit. Failure to not work in a group, is at the detriment of the student. No student can undertake the Group Report assessment task as an individual.

All students have to complete a Peer Assessment on the contribution of group members in the group organisational project.

The Unit Convenor has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

See notes regarding Submission and Penalties within each assessment task.

Assessment Tasks

Name	Weighting	Hurdle	Due
Assignment	30%	No	Weeks 3 and 13

Name	Weighting	Hurdle	Due
Individual Presentation	10%	No	Weeks: 5, 6, 7, 8 and 9
Group Project	60%	No	Various dates

Assignment

Due: **Weeks 3 and 13**
Weighting: **30%**

Two reflective exercises will be conducted in Week 3 and 13 Tutorial.

Exercise 1:**(Week 3)** In class students will be required to write a short answer based on material that the student should be aware of from previous studies. **Value: 10%**

Exercise 2:(**Week 13)** In class students will be required to write a short answer based around a selected topic,that will require them to reflect on how they can apply theory/concepts to the organisation they have just completed comprehensive research on. **Value: 20%**

Submission:

In tutorial to tutor

Late Submission:

No extensions will be granted.Students who have not submitted the task, will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Assess an industry's strategic issues and the environment in which they are generated and recommend strategic solutions.
- Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.
- Critically appraise issues related to corporate and global level strategy.

Individual Presentation

Due: **Weeks: 5, 6, 7, 8 and 9**
Weighting: **10%**

Each Group member will present their analysis in respect to the organisation and strategic area selected in weeks 5 - 9. Presentation topics are availble on iLearn. This presentation will be followed by class and tutor led questions.

Submission:

In tutorials in weeks 5, 6, 7, 8 and 9

Late Submission:

No extensions will be granted. Students who have not presented the task, will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Assess an industry's strategic issues and the environment in which they are generated and recommend strategic solutions.
- Critically appraise issues related to corporate and global level strategy.
- Evaluate the importance of organisational structure in corporate strategy.

Group Project

Due: **Various dates**
Weighting: **60%**

This assessment task comprises a number of parts:

1. Group Written Report Value:30% (Marked on a group basis)

2. Oral Presentation of Group Report Value: 20% (Marked on individual contribution)

3. Individual Participation within Group Project: (Peer assessed) Value 10%

The Project entails the following:

1. Each group (approx 5 students) is required to prepare an organisational report outlining a forensic corporate analysis of the strategy of the company they have chosen to research. (5000 words) Details will be available on iLearn.

2. Each group will present their organisational strategic analysis of the partner organisation they have engaged with over the semester. Each individual group member will be given a topic (agreed to by both tutor and group). This will be presented to the rest of the class in the designated weeks 11 and 12. The presentation will be individually marked and at the end of each group's presentation, all group members will be asked questions by the tutor and other class members.

3. Each student will undertake a Peer Assessment of themselves and their group members in

relation to assessing against 10 criteria as outlined in Week 1 and available on iLearn. This assessment will take place in Week 13 and the relevant forms will be available on iLearn from week 12 with relevant instructions.

This mark highlights the need for students to positively contribute to the Group Project from Week 1 onwards.

Submission:

Group Report - Submitted in beginning of tutorial in Week 13 with assessment marking rubric, Assignment Responsibilities sheet and Turnitin originality report attached to each report

Oral Report Presentation - Presented in class to tutor/lecturer in weeks 11 and 12

Peer Assessment - Presented to Unit Convenor in Week 13, as per iLearn instructions.

Late Submission:

No extensions will be granted. There will be a deduction of 10% of the total available mark made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved. No submission will be accepted after grades have been posted.

On successful completion you will be able to:

- Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.
- Critically appraise issues related to corporate and global level strategy.
- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group .

Delivery and Resources

Classes

This unit is comprised of :

- 6 x 2 hour lectures
- 7 x 2 hour consultation times in weeks 7 – 13
- 12 tutorials in weeks 2 - 13
- Minimum 60 hours on a business project for either a Not-for profit organisation, government agency, company and/or industry partner, or any other relevant organisation.

The timetable for classes can be found on the University web site at:
http://www.timetables.mq.edu.au/

Once the tutorial groups are formed, students cannot change their classes. **Group members MUST all be in registered in the same tutorial**

Students need to achieve 50% or greater to pass this unit.

Required and Recommended Texts and/or Materials

Prescribed Text

There is no prescribed text. Students are required to read the weekly readings available on iLearn

Recommended Reading

Witzel,M. (2016) *Management Consultancy.* Routledge.New York.

Note:

It is imperative that students keep abreast of current developments both in Australia and abroad via the public and popular media in respect to strategic management. At the beginning of each lecture, students will be asked to participate in a discussion of the preceding week's newsworthy items, this may well be assessable.

Technology Used and Required

Students are required to learn how to use power point, word processing and iLearn. Access to a personal computer or similar device in order to access iLearn and communicate with fellow group members throughout the Project. It is advised that the use of Social media for communicating within the Group must be agreed upon by all members of the group

Emails:

Staff will reply to student emails within a 48 hour period. Emails will not be answered over weekends and public holidays. **Students MUST use their mq student email address for a staff response to be undertaken!**

Unit Web Page

The web page for this unit can be found at: **iLearn** https://ilearn.mq.edu.au

Unit Schedule

1	Approaches to Strategy- the design school debate	• Discussion of course assessments and Peer Assessment • Readings –iLearn
2	Strategic Globalisation	• Readings - iLearn • Group finalisation and organisation selection (in tutorials)
3	Strategic Control and Aligning Strategy with Organisational Culture	• Readings – iLearn • Finalisation of individual presentation list • Organisational paperwork - finalised and submitted to UC • **Reflective Exercise in Tutorial**
4	Social Responsibility at the Corporate Level	• Readings • Group Consultation • Reiterate presentation guidelines
5	Strategic Change	• **Individual Presentation** (External Key Change Drivers for the Industry) - in tutorial
6	Sustainability and Strategy and Strategic Leadership	• Readings • **Individual Presentation** (Industry Analysis) - in tutorial
7	Project Consultation Seminars	• **Individual presentation** (Internal Analysis may incl. Structure, culture, systems & control) -in tutorial
8	Project Consultation Seminars	• **Individual presentation** (Stakeholder analysis incl. customer analysis) - in tutorial
9	Project Consultation Seminars	• **Individual presentation** (Competitor Analysis) - in tutorial
10	Project Consultation Seminars	• Finalise group presentation order - in tutorial • Reiterate presentation guidelines - in tutorial
11	Project Consultation Seminars	• **Report Presentations -** in tutorial
12	Project Consultation Seminars (may require seminar to complete Report Presentations)	• **Report presentations -** in tutorial

13	Unit Review and Peer assessment (compulsory)	• **Peer Assessment due** • **Reflective Exercise -** in tutorial • **Group Report Due**

Learning and Teaching Activities

1.Teaching Activity

The unit is taught by workshops and tutorial discussions.

2.Student Learning Expectations

What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.

3.Student Engagement

Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p

olicy-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/study/getting-started/student-conduct

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

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

- Assess an industry's strategic issues and the environment in which they are generated and recommend strategic solutions.
- Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.
- Critically appraise issues related to corporate and global level strategy.
- Evaluate the importance of organisational structure in corporate strategy.
- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group .

Assessment task

- Group Project

Learning and teaching activity

- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

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

- Assess an industry's strategic issues and the environment in which they are generated

and recommend strategic solutions.

- Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.
- Critically appraise issues related to corporate and global level strategy.
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- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group .

Assessment tasks

- Assignment
- Individual Presentation
- Group Project

Learning and teaching activities

- The unit is taught by workshops and tutorial discussions.
- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

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

- Assess an industry's strategic issues and the environment in which they are generated and recommend strategic solutions.
- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group .

Assessment tasks

- Individual Presentation

- Group Project

Learning and teaching activities

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- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

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

- Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.
- Evaluate the importance of organisational structure in corporate strategy.
- Undertake, produce and deliver a comprehensive strategic review of an organisation and its strategic issues in collaboration with others as a member of a student group .

Assessment tasks

- Assignment
- Individual Presentation
- Group Project

Learning and teaching activities

- The unit is taught by workshops and tutorial discussions.
- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- Each student will engage in a minimum of 60 hours on a business strategy project for a

community organisation such as not-for-profits, government agency, company or industry partner.

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

- Assess an industry's strategic issues and the environment in which they are generated and recommend strategic solutions.
- Identify and apply in context one of the following issues - corporate social responsibility, corporate governance and/or sustainability.
- Critically appraise issues related to corporate and global level strategy.
- Evaluate the importance of organisational structure in corporate strategy.
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- Assignment
- Group Project

Learning and teaching activities

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- What is expected from students? Read in advance; prepare presentations if required for tutorials; follow current developments and news; be able to apply concepts in tutorials; respond to questions raised during lectures; demonstrate enthusiasm for the subject, interact, communicate and attend all group meetings.
- Each student will engage in a minimum of 60 hours on a business strategy project for a community organisation such as not-for-profits, government agency, company or industry partner.

Changes from Previous Offering

The only small changes have been to review the learning outcomes in respect to wording to align with AOL and AACSB requirements.

Included the support of the Program Learning Outcomes to the Unit Learning Outcomes.

Global Contexts and Sustainability

The topic areas of global contexts and sustainability are underpinned in this unit by both the lecture content and readings that are uploaded to iLearn. These focus on the corporate applications of sustainability and the importance of all types of organisations operating in a global manner

Students are expected within their final assessment task to analyse both these concepts (if applicable) to their partner organisation and report on its application.

Program Learning Outcomes

This unit supports the development of program learning outcomes (PLO) for degree(s) delivered by the Faculty of Business and Economics. PLOs describe the educational outcomes of a degree and what you should be able to know, understand and do by the end of your degree.

Unit learning outcomes 1,2, 3,4 & 5 and the Group Project assessment contribute to the following PLOs:

PLO **Problem Solving and Research Capacity**

PLO **Effective Communication**

PLO **Engaged and Ethical Local and Global Citizens**

PLO **Critical, Analytical and Integrative Thinking**

Research and Practice

This Unit utilises research from many external sources and Macquarie academics who research in the field of Strategic Management.

The Unit gives the student practice in applying research findings to their Group Written report.

The following Journals are used extensively throughout the Unit:

- Strategic Management Journal
- Management for Strategic Business Ideas
- Business Monitor International
- Global Business Review
- Academy of Management
- Journal of Business

Other sources which are used within this Unit include:

- The Wall Street Journal
- Business Spectator
- Fortune

- The Economist
- Business Week