## General Information

**Unit convenor and teaching staff**
- **Convenor, Lecturer**
  - Dr. Peter Busch
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  - Contact via x 9520
  - 4 RPD 284
  - TBD

- **Lecturer**
  - Dr. Ian Krycer
  - ian.krycer@mq.edu.au
  - TBD

- **Tutor**
  - Mr. Adnan Mahmood
  - adnan.mahmood@mq.edu.au
  - 4 RPD 3rd floor
  - TBD

**Credit points**
- 10

**Prerequisites**
- 130cp at 1000 level or above

**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; 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 business 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://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)

Learning Outcomes

**ULO1:** Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.

**ULO2:** Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.

**ULO3:** Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.

**ULO4:** Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>5%</td>
<td>No</td>
<td>31st March</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>5%</td>
<td>No</td>
<td>14th April</td>
</tr>
<tr>
<td>Quiz 3</td>
<td>5%</td>
<td>No</td>
<td>19th May</td>
</tr>
<tr>
<td>Quiz 4</td>
<td>5%</td>
<td>No</td>
<td>9th June</td>
</tr>
<tr>
<td>Assignment 1</td>
<td>20%</td>
<td>No</td>
<td>31st March</td>
</tr>
<tr>
<td>Assignment 2</td>
<td>20%</td>
<td>No</td>
<td>2nd June</td>
</tr>
<tr>
<td>Final exam</td>
<td>40%</td>
<td>Yes</td>
<td>9-26th June</td>
</tr>
</tbody>
</table>

Quiz 1

Assessment Type 1: Quiz/Test
Indicative Time on Task 2: 5 hours
Due: 31st March
Weighting: 5%

Based on chapters 3, 4, 5 and 6 of the textbook.
On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

**Quiz 2**

Assessment Type 1: Quiz/Test
Indicative Time on Task 2: 5 hours
Due: 14th April
Weighting: 5%

Based on chapters 7, 8, 9, 10 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

**Quiz 3**

Assessment Type 1: Quiz/Test
Indicative Time on Task 2: 5 hours
Due: 19th May
Weighting: 5%

Based on chapters 11, 12, 13 and 14 of the textbook.
On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Quiz 4
Assessment Type 1: Quiz/Test
Indicative Time on Task 2: 5 hours
Due: 9th June
Weighting: 5%

Based on chapters 15, 16, 17 and 18 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assignment 1
Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 20 hours
Due: 31st March
Weighting: 20%

Using Internet based reference sources, analyse the current market position of a given major
technology company. Apply the principles from the textbook to answer a series of questions on management styles and organisational culture, current strategic issues facing an organisation and the prognosis for the future.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assignment 2

Assessment Type: Project
Indicative Time on Task: 20 hours
Due: 2nd June
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:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.
Final exam

Assessment Type 1: Examination
Indicative Time on Task 2: 25 hours
Due: 9-26th June
Weighting: 40%

This is a hurdle assessment task (see assessment policy for more information on hurdle assessment tasks)

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

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

1 If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

2 Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Each week you should attend up to 4 hours of lectures and workshops. For details of days, times and rooms consult the timetables webpage.


Do not buy earlier editions as the quiz questions in particular will directly relate only to the 8th edition.

The eBook version is available online for $60. This represents a convenient way to acquire the textbook for class workshops, assessments and the final exam.
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.

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.

**Website and access to unit material:**

The web page and content for this unit can be found at iLearn: [https://ilearn.mq.edu.au/login/MQ/](https://ilearn.mq.edu.au/login/MQ/). Note that the unit content is not publicly available and requires you to log in to access.

## Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Day and Date</th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| 1 - Peter | Mon 24/2 | Unit Outline
Chapters 1 and 2 | No tutorial | |
| 2 - Peter | Mon 2/3 | Chapters 3 and 4 | Managing McDonald’s Australia, pp 31-32 | |
| 3 - Peter | Mon 9/3 | Chapters 5 and 6 | Culture of the ADF, pp 100-101 | |
| 4 - Peter | Mon 16/3 | Chapters 7 and 8 | A wakeup call to global clothing brands, pp 177-178 | Assignment 1 due 31/3 |
| 5 - Peter | Mon 23/3 | Chapters 9 and 10 | Workplace stress can kill, pp 246-247 | Quiz 1 due 31/3 |
| 6 - Peter | Mon 30/3 | Chapters 11 and 12 | Netflix and SVOD pp309-310 | |
| 7 - Ian | Mon 6/4 | Writing a Business Plan Financial Analysis | Group Assignment Topics | Quiz 2 due 14/4 |
| | | | | |
| Mid Semester Break 10-27th April | | | | |
| 8 - Ian | Mon 27/4 | No lecture - ANZAC Day holiday | Starbucks Controls, p348 | |
| 9 - Ian | Mon 4/5 | Chapters 13 and 14 | Teamwork at Lonely Planet, p455 | |
| 10 - Ian | Mon 11/5 | Chapters 15 and 16 | Delivery disaster at Domino's Pizza, p577 | Quiz 3 due 19/5 |
| 11 - Ian | Mon 18/5 | Chapters 17 and 18 | Radical leadership, p649 | |
**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.)

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/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/study/getting-started/student-conduct

**Results**

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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 Enquiry Service
For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity 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.

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.

Changes from Previous Offering
Workshops are now referred to as Tutorials (which in practice they always were).

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.

The final examination in this unit is a hurdle requirement. You must get a mark of at least 40% in the examination to pass the unit. If you get a mark of 30-39% in your first attempt at the final examination you will be given a second and final attempt. If you are given a second opportunity to sit the final examination as a result of failing to meet the minimum mark required, you will be offered that chance during the same supplementary examination period and will be notified of the
exact day and time after the publication of final results for the unit.

<table>
<thead>
<tr>
<th>L.O. 1</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>Can reproduce some definitions and ideas, show some breadth of understanding of new business leadership</td>
<td>Show breadth of understanding across most of the unit material relating to a new business venture</td>
<td>Apply terminology and ideas in some new contexts, show breadth of understanding across most of the new business unit material</td>
<td>Apply terminology and ideas in new contexts, show breadth of understanding of all the new business unit material and external references</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>L.O. 2</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Skills</td>
<td>Can reproduce some definitions and ideas, show some breadth of understanding of individual and team motivation</td>
<td>Show breadth of understanding across most of the unit material relating to individual and team motivation</td>
<td>Apply terminology and ideas in some new contexts, show breadth of understanding across most of the people management unit material</td>
<td>Apply terminology and ideas in new contexts, show breadth of understanding of all people management unit material and external references</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>L.O. 3</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Analysis</td>
<td>Able to provide and accept critical analysis and demonstrate some social learning skills related to some unit material</td>
<td>Able to provide and accept well considered critical analysis and demonstrate social learning skills related to most of the unit material</td>
<td>Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material</td>
<td>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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>L.O. 4</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Understanding</td>
<td>Understands the basic idea of how to build a successful business including some of the elements of marketing, operations, financials and control.</td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>