FOBE200
Professional and Community Engagement

D2 2012

Marketing and Management

Contents

General Information 2
Learning Outcomes 2
Assessment Tasks 3
Delivery and Resources 4
Unit Schedule 6
Policies and Procedures 7
Graduate Capabilities 9
Research and Practice 11

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General Information

Unit convenor and teaching staff
Unit Convenor
Leanne Carter
leanne.carter@mq.edu.au
Contact via leanne.carter@mq.edu.au
Wednesdays 12.00pm to 1.00pm

Credit points
3

Prerequisites
24cp and permission of Executive Dean of Faculty

Corequisites

Co-badged status

Unit description
This unit provides an opportunity for students to directly engage with the community through experience in a variety of workplaces including government agencies, companies, industry partners and non-for-profit organisations. The unit comprises of work place experience in a business or other relevant organisation for the equivalent of 3 weeks full time work. At the completion of the unit, students are expected to have developed skills in relation to the application of business theory in the real world, work-readiness skills and a better appreciation of the business profession. These outcomes assist students in becoming engaged and ethical local and global citizens who are able to be socially and environmentally active, and responsible and capable of professional judgement.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

1. Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.
2. Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.
3. Improve their presentation skills by preparing their final presentation for a broad public
consideration.

4. Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation and Report</td>
<td>60%</td>
<td>Week 13</td>
</tr>
<tr>
<td>Supervisor’s Report</td>
<td>0%</td>
<td>Week 13</td>
</tr>
<tr>
<td>Assignment</td>
<td>40%</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

**Presentation and Report**

Due: **Week 13**  
Weighting: **60%**

Presentation (20%) and Report (40%)

**Submission**

Via email and in class to the lecturer.

**Extension**

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

This Assessment Task relates to the following Learning Outcomes:

- Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.
- Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.
- Improve their presentation skills by preparing their final presentation for a broad public consideration.
- Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.
Supervisor’s Report

Due: Week 13
Weighting: 0%

Submission
In class to Lecturer.

Extension
No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

This Assessment Task relates to the following Learning Outcomes:

• Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.

Assignment

Due: Week 13
Weighting: 40%

Submission
Via email and in class to lecturer.

Extension
No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

This Assessment Task relates to the following Learning Outcomes:

• Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.

• Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

Delivery and Resources

Classes
See http://www.timetables.mq.edu.au/
however, this unit does not always run to this schedule due to the Participation component of the
unit. Please check iLearn for details of seminars

The class is run in internal mode.

Seminar Dates and Times: To be agreed between student and unit convenor.

You must locate dates and times on iLearn site to arrange the attendance at the following face to face seminars:

• Three 3-hour seminars.

In addition, you must meet a minimum of 1 weeks full time work (30 hours) or equivalent. Workplace Experience can be in either a for-profit business, government or not-for-profit organization, or any other relevant organization.

Prizes

There are no prizes for this unit. [http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

Required and Recommended Texts and/or Materials

Textbook

There is no prescribed text given the individual nature of student interests and the tasks for this unit.

Recommended Reading List


Other Recommended Reading

In addition you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in your discipline area (e.g.marketing, accounting, finance, economics, human resources, demography, business, international business, public sector
management etc.)

Technology Used and Required

You should also access these key research databases available for access through the library. Some databases are recommended below:

Ebscohost:
- Academic Search Elite
- Business Source Premier

Wiley Interscience

Global Market Information Database

Google Scholar (only when logged in via the Macquarie University website)

Ulrich International Periodicals (for peer-reviewed journal checking)

Unit Web Page

This unit is supported by a web Page on iLearn. You can log into this using the following address: https://ilearn.mq.edu.au/

Unit Schedule

<table>
<thead>
<tr>
<th>READINGS</th>
<th>TOPIC/ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999 Peters</td>
<td>Orientation Seminar: This face-to-face seminar will be conducted preceding the</td>
</tr>
<tr>
<td></td>
<td>workplace experience. The goals of this seminar are:</td>
</tr>
<tr>
<td></td>
<td>• To provide students with strong orientation to their sites, University</td>
</tr>
<tr>
<td></td>
<td>expectations, and academic requirements.</td>
</tr>
<tr>
<td>2011 Career</td>
<td>• To address pragmatic concerns (communication, workplace etiquette, etc), risk</td>
</tr>
<tr>
<td>Management</td>
<td>management, and other logistical requirements</td>
</tr>
<tr>
<td>2010 Training</td>
<td>• To prepare students for inter-cultural communication-related issues &amp; sensitize</td>
</tr>
<tr>
<td>Appraisals</td>
<td>them to site expectations.</td>
</tr>
<tr>
<td>Career</td>
<td>• To provide necessary skills training.</td>
</tr>
</tbody>
</table>

Debriefing Seminar

Reflection and Plans for the Future

- Reflective Activity Due
- Report and Presentation Due
- Supervisor's Report Due.

Students are expected to attend both seminars.

Dates and times of these may be arranged to suit individual placement programs.
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:


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

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following
website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy
The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support
Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service
Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity Support
Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

IT Help
If you wish to receive IT help, we would be glad to assist you at 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 and it outlines what can be done.
Graduate Capabilities

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**

- Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.
- Improve their presentation skills by preparing their final presentation for a broad public consideration.

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:

**Learning outcomes**

- Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.
- Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

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 outcome**

- Be better prepared for their future in which they will be called upon to evaluate public
debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

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

- Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.
- Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.
- Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

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

- Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.
- Improve their presentation skills by preparing their final presentation for a broad public consideration.

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

- Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

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 outcome

- Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.

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

- Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.
- Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.
- Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

Research and Practice

For the final report, students will be required to demonstrate competence in problem solving and research capability. Students must explore different research methods and select appropriate techniques or tools to collect and analyse data or information from a range of sources.