



BBA 360

Business Project

S1 Day 2019

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Learning and Teaching Activities</u>	5
<u>Policies and Procedures</u>	5
<u>Graduate Capabilities</u>	7
<u>Changes from Previous Offering</u>	10
<u>Program Learning Outcomes</u>	10

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General Information

Unit convenor and teaching staff

Unit Convenor

Deborah Howlett

deborah.howlett@mq.edu.au

Contact via Email

Please view consultation hours via iLearn - <https://ilearn.mq.edu.au/login/>

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.

Critically appraise issues related to corporate and global level strategy.

Assess and communicate the importance of organisational issues in corporate strategy

in a contemporary setting.

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

Name	Weighting	Hurdle	Due
Reflections	30%	No	Weeks 3 and 13
Presentation	10%	No	Weeks 5 - 9
Group Project	60%	No	Various Dates Weeks 11 - 13

Reflections

Due: **Weeks 3 and 13**

Weighting: **30%**

Reflections Assessment Summary Task Description

This assessment targets student knowledge learnt throughout their Business Degree studies. Students will also utilise their own experiences within the Business Project and reflect upon them.

Type of Collaboration Individual **Submission** In class **Format** Please refer to the [iLearn](#) Unit page **Length** Total two hand written (2) pages **Inherent Task Requirements** Students must be present in tutorials Week 3 and 13 to complete this task. **Late Submission**

Late tasks must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 10% made from the total available marks for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% deduction). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

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.
- 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 .

Presentation

Due: **Weeks 5 - 9**

Weighting: **10%**

Presentation Assessment Summary Task Description Each student will present their analysis in respect to their Partner PACE organisation and the strategic area selected, during weeks 5-9. Presentation topics are available on [iLearn](#). Class engagement and questions from both tutor and student audience is expected. **Type of Collaboration** Individual **Submission** In class in person **Format** Please refer to the [iLearn](#) Unit page **Length** No longer than 6 minutes in duration and no less than 5.5 minutes. **Inherent Task Requirements** All students must be present in tutorials Weeks 5-9 to complete this task. **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 where 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.
- Assess and communicate the importance of organisational issues in corporate strategy in a contemporary setting.

Group Project

Due: **Various Dates Weeks 11 - 13**

Weighting: **60%**

Group Project Assessment Summary Task Description

Each group of students is required to prepare and present an organisational strategic business analysis outlining a forensic undertaking of the business issue agreed upon with the PACE organisational partner.

Type of Collaboration Group and Individual **Submission** Presentation in tutorial or Lecture as a Group; Group Report submitted via Turnitin link on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit page **Length** Group Presentation no longer than 20 minutes in duration and no less than 19 minutes and Group Report (5000 words +/- 10%) **Inherent Task Requirements** All students must be present in tutorials weeks 11-12 to complete this task **Late Submission**

Late written tasks must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 10% made from the total available marks for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% deduction). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Critically appraise issues related to corporate and global level strategy.

- Assess and communicate the importance of organisational issues in corporate strategy in a contemporary setting.
- 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

Required text	<ul style="list-style-type: none">• There are no required texts for this unit
Unit web page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students will need to be familiar with a web browser to access the unit web page.
Delivery Format and Other Details	<ul style="list-style-type: none">• Number and length of classes: 6 x 2 hour lectures (Weeks 1-6), 7 x 2 hour Project Consultation (Weeks 7-13) and 12 x 1 hour tutorials (Weeks 2-13).• Tutorials will commence in Week 2.• The timetable for classes can be found on the University web site at https://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided on iLearn

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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) (<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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 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

If you are a Global MBA student contact globalmba.support@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.
- Critically appraise issues related to corporate and global level strategy.
- Assess and communicate the importance of organisational issues in corporate strategy in a contemporary setting.
- 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

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.
- Critically appraise issues related to corporate and global level strategy.
- Assess and communicate the importance of organisational issues in corporate strategy in a contemporary setting.
- 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

- Reflections
- Presentation
- Group Project

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

- Presentation
- Group Project

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

- Assess and communicate the importance of organisational issues in corporate strategy in a contemporary setting.
- 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

- Reflections
- Presentation
- Group Project

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.
- Critically appraise issues related to corporate and global level strategy.
- Assess and communicate the importance of organisational issues in corporate strategy in a contemporary setting.
- 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

- Reflections

- Group Project

Changes from Previous Offering

No changes from previous offering

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:

PLO2 **Critical Thinking**

PLO4.1 **Communication**

PLO4.2 **Global Citizens**

PLO4.3 **Teamwork**