



Wollongong College Australia

A College of the University of Wollongong

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CRICOS 02723D
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Foundation Studies Program

(CRICOS course codes: 007732G, 023266F)

Subject Outline Summer 2009/10

FSP 019 Business Management

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WCA-FSP 019-S0/6

Business Management

Subject description

Business Management is designed to introduce students to the area of business commerce. It will examine the issues of management, marketing and law, with emphasis not only on theories but also of practice through the analysis of relevant case studies.

Subject structure

Business Management is a 6 credit point, single session subject delivered as 4 hours of scheduled classes per week. The subject consists of a 1 x 2 hour lecture and 1 x 2 hour tutorial each week. The session is of 14 week's duration with face-to-face classes scheduled for the first 12 weeks and a study/examination period in Weeks 13 and 14.

In addition to scheduled class sessions, students are expected to spend additional time in individual study and research. As a general guideline students will need to spend at least 1 hour in private study (including completing homework and revision) for every hour of scheduled class time.

Teachers will be available for a consultation time each week. Students will be notified of the time and location of the consultation session during Week 1 of the Session. It is recommended that students experiencing difficulty with this subject arrange to consult with the teacher as difficulties are encountered.

Some students may require tutorial support to improve language/literacy skills. Where this is recommended, students will be advised to use the College's self-access facilities in the Multimedia Centre in their own time. These facilities are located upstairs in building 30. Where this is recommended, your attendance at and use of these facilities may form part of your participation mark.

Learning resources

Students will be required to purchase the following text for this subject:

Chapman, S; Norris, C; Devenish, N & Merritt, L. (2005) *Business Studies in Action. HSC Course 3rd Edition* John Wiley & Sons, Australia

Students should also refer to current publications dealing with the business world.

Subject outcomes

Successful completion of Business Management will enable students to:

- ▶ outline the different types of laws with a focus on the law of contracts.
- ▶ understand various types of management styles.
- ▶ understand the role marketing plays in successful business.
- ▶ critically analyse written materials and participate in class discussions.

Subject outline in weeks

The following guide to lessons and activities may be adjusted to suit the needs of the group as long as subject outcomes and assessment criteria are met.

Week 1 **Ch 1**

Introduction to Business

Week 2 **Ch 2**

Management Theories

Week 3 **Ch 3 & 4**

Managing Change

Introduction to Financial Planning

Week 4 **Ch 9**

Introduction to Marketing

Week 5 **Ch 10**

Developing a marketing plan / Market research

Test

Week 6 **Ch 12**

Developing marketing strategies

Week 7 **Ch 13**

Ethics and legal aspects of marketing

Week 8 **Ch 14 & 15**

Employment relations

Case Study Due

Week 9 **Ch 16 & 21**

Legal framework of employment

Week 10 **Ch 18**

Ethical and legal aspects of employment relations issues

Week 11 **Ch 22 & 23**

Globalisation (managing global business) and corporate social responsibility

Week 12

Exam Revision

Weeks 13 & 14 Final examination Period

Examination and study period. Please refer to examination timetable for the exact date, time and location of the final exam.

Assessment

Assessment and plagiarism policy

All written assessment tasks, with the exception of examinations and in-class tasks, must be word-processed unless students are otherwise advised.

Students must keep copies of all assessment tasks submitted for marking with the exception of class tests and examinations.

Plagiarism is a form of cheating or stealing that happens when a student uses someone else's work and presents it as his/her own without showing where it comes from. To avoid this, students are expected to submit their own original work for assessment and to accurately acknowledge all references and sources used in essays and assignments.

For information regarding assessment, plagiarism, acknowledging sources and examination rules, please refer to the Wollongong College Australia Student Handbook <http://www.wca.uow.edu.au/handbook>

Assessment schedule

Task	Due	Weighting	Length/Time
Test **	Week 5	15%	FSP3 Session 1 students: 1 hour 6 mins All other students: 1 hour
Case Study	Week 8	20%	FSP3 Session 1 students: 800 - 900 words All other students: 1000 – 1200 words
Presentation	Weeks 9-11	20%	15 mins
Final examination **	Week 13/14	35%	FSP3 Session 1 students: 2 hours 12 mins All other students: 2 hours
Participation	Ongoing	10%	Weeks 1 - 12

** In recognition of the early stages of development of the language skills of students enrolled in the **first session** of the Foundation Studies 3-session program, these students are allowed an additional 10% in time to complete all **in-class assessments** and **final exams**.

No additional time is given for tasks that are completed outside of class time.

Marking Guidelines

WCA best practice is that students can normally expect to have assessment tasks handed back within two weeks, and before the next assessment task is due. On occasion there may be exceptions to this time frame due to, for example, the size of the task, the size of the class, teacher illness or teacher leave.

Where there are several teachers marking a major assessment task, tasks will be handed back by all the teachers within the same week.

Assessment criteria and explanation of components

All assessment components are marked according to set marking criteria. Some assessment tasks may undergo check-marking by a panel of tutors.

Test **15%**

This assessment will be an in-class test and may consist of multiple choice, matching terms and short answer questions. It will examine the topics covered in Weeks 1-3. Students will have 1 hour to complete the paper.

Case Study **20%**

A case study assignment will be issued in Week 5. It is due to be completed in Week 8. Students will be required to answer a series of questions about the case study. Although some of the answers will be found within the case study, students are expected to do additional library research in order to complete the assignment. Marking criteria will be issued by your class teacher.

Presentation **20%**

This will be a group assessment conducted in the tutorials during Weeks 9-11 consisting of 2-3 students from the same tutorial class. Students will be able to choose their topic during the tutorial class in week 1.

The presentation should engage, interest and inform the audience. Appropriate use of OHTs and other visual aids should support your presentation and create extra interest for the audience. Students will be expected to rehearse their presentation as a group and apply the communications skills taught in Academic English/Academic Literacy.

All team members are expected to participate in the presentation. Presentations will be assessed according to the criteria issued by your teacher.

Final Examination **35%**

The examination will cover all topics covered during the session and may consist of a combination of multiple choice questions, short answer questions and/or a case study.

Participation

10%

Active participation in tutorials is expected of all students in all classes. Participation in class discussions will help develop the student's confidence in questioning and commenting on material presented, encourage critical thinking and allow the tutor to evaluate the student's progress.

Participation marks may be allocated according to the following criteria:

- Constructive contribution to general class discussion
- Constructive feedback and contribution to discussions following presentations
- Active participation in tutorial support classes where recommended
- Proactive consultation with class teacher and/or tutorial support where relevant
- Completion of non-assessable tasks including homework and other tasks
- Preparedness for class sessions
- Active participation in group work