

**WESTERN SYDNEY**  
UNIVERSITY



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The College

**BUSINESS STUDIES**

**900023**

**2020**



**UNIT OUTLINE**

Last amended:	August 2020
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<b>Unit name</b>	Business Studies
<b>Unit number</b>	900023
<b>Coordinator</b>	Abdullah Al Abed
<b>Session</b>	2020.3
<b>Handbook summary</b>	This unit aims to develop an understanding of some of the key concepts, relationships and principles underpinning the operations of business in modern societies. It is also designed to develop a degree of competence in a suite of skills to prepare students for undergraduate study in business and to enable them to act responsibly and effectively in the local and global business environment.
<b>Credit point value</b>	10 Successful completion of this unit will not count for academic credit in any future studies at Western Sydney University.
<b>Prerequisite/s</b>	N/A
<b>Corequisite/s</b>	N/A
<b>Unit incompatible with and not to be counted for credit with</b>	N/A
<b>Assumed knowledge</b>	N/A
<b>Unit level</b>	Level Z — Non-award unit
<b>Attendance requirements</b>	Students are expected to attend at least 80% of classes. Educational research consistently demonstrates that this attendance level is associated with a high likelihood of achieving a passing grade.
<b>Enrolment restrictions</b>	Only students enrolled at The College may enrol in this unit.
<b>Learning outcomes</b>	On successful completion of this unit, students should be able to: <ul style="list-style-type: none"> <li>• define and describe key business concepts</li> <li>• explain the nature, role and organisational structure of businesses</li> <li>• explain core and supporting business functions</li> <li>• describe the impact of internal and external factors on business operations, and</li> <li>• report on aspects of business operations</li> </ul>
<b>Unit content</b>	<ul style="list-style-type: none"> <li>• Introduction to Business — the purpose, changing global context, and economic, social and ethical responsibilities of businesses.</li> <li>• Business organisations — forms of ownership, small businesses and entrepreneurship.</li> <li>• Management — functions of management, organisational structures and corporate culture.</li> <li>• Human resources — planning, recruiting and selecting staff, compensation, training and performance appraisal.</li> </ul>

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- Marketing — concepts, strategies, branding, advertising, the basics of distribution and selling.
  - Social media and E-Business — importance of social media, social media tools, e-business models
  - Information systems — basics of management information systems, importance of recording accounting information, reading basic financial statements and active financial management.
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**Mode of delivery**

This unit is taught on a face-to-face basis through four hours of tutorials/seminars per week.

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**Online learning requirements****Essential requirements****Essential texts**

Pride WM, Hughes, RJ & Kapoor, JR 2017, *Foundations of business*, 5th edn, Cengage Learning, Boston, MA. [ISBN 9781305511064]

**Further resources**

Bovee, CL 2015, *Business in action*, 7th edn, Pearson, Upper Saddle River.

Chapman, S 2014, *Business studies in action: preliminary course*, 4th edn, John Wiley & Sons, Milton, Qld.

Hickey, M 2015, *Cambridge HSC business studies*, 3rd edn, Cambridge University Press, Port Melbourne, Vic.

Hickey, M 2017, *Cambridge HSC business studies. Year 12*, 4th edn, Cambridge University Press, Port Melbourne, Vic.

Hickey, M 2017, *Cambridge prelim business studies. Year 11*, 4th edn, Cambridge University Press, Port Melbourne, Vic.

NSW Education Standards Authority 2017, *Business studies: exam workbook: 2016 Higher School Certificate*, NSW Education Standards Authority, Sydney, NSW.

Williams, T 2015, *HSC business studies, HSC business studies 2016–18*, Cambridge University Press, Port Melbourne, Vic.

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## ASSESSMENT ITEMS AND WEIGHTING

Assessment for this unit will be based on the following components:

Task	Weighting	Learning outcomes assessed	Mandatory task
1. Portfolio	30%	1-4	Yes
2. Intra-session quiz	30%	1-4	Yes
3. Report	40%	1-5	Yes
Total	100%		

For details of assessment due dates, please refer to the learning guide for this unit.

All marks will be determined in accordance with The College [Assessment Policy](#).

All assessment tasks are mandatory unless otherwise specified. Should a student fail to attempt/submit the first formal assessment task, they will be deemed to be at risk and will need to follow an intervention plan in order not to receive a Fail Non-Submission (FNS) grade. However, failure to attempt/submit all other mandatory assessment tasks will result in an immediate FNS grade for the unit.

To pass this unit, students must:

- attempt/submit all mandatory assessment tasks, and
- achieve a total overall mark of at least 50%.