

WESTERN SYDNEY
UNIVERSITY



The College

BUSINESS STUDIES

900023

2021



UNIT OUTLINE

Last amended:	January 2021
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Unit name	Business Studies
Unit number	900023
Coordinator	Abdullah Al Aabed
Session	2021.1
Handbook summary	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.
Credit point value	10 Successful completion of this unit will not count for academic credit in any future studies at Western Sydney University.
Prerequisite/s	N/A
Corequisite/s	N/A
Unit incompatible with and not to be counted for credit with	N/A
Assumed knowledge	N/A
Unit level	Level Z — Non-award unit
Attendance requirements	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.
Enrolment restrictions	Only students enrolled at The College may enrol in this unit.
Learning outcomes	On successful completion of this unit, students should be able to: <ul style="list-style-type: none"> • define and describe key business concepts • explain the nature, role and organisational structure of businesses • explain core and supporting business functions • describe the impact of internal and external factors on business operations, and • report on aspects of business operations
Unit content	<ul style="list-style-type: none"> • Introduction to Business — the purpose, changing global context, and economic, social and ethical responsibilities of businesses. • Business organisations — forms of ownership, small businesses and entrepreneurship. • Management — functions of management, organisational structures and corporate culture. • Human resources — planning, recruiting and selecting staff, compensation, training and performance appraisal.

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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.

Online learning requirements**Essential requirements****Recommended 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.

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%.