



University Foundation Studies

BUSM0012

BUSINESS STUDIES

2021

SUBJECT OUTLINE

Last amended:	September 2021
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Subject name	Business Studies
Subject number	BUSM0012
Subject Coordinator	Abdullah Al Abed
Session	2021.3
Handbook summary	This subject 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 subject will not count for academic credit in any future studies at Western Sydney University.
Prerequisite/s	N/A
Corequisite/s	N/A
Subject incompatible with and not to be counted for credit with	N/A
Assumed knowledge	N/A
Subject level	Level Z – Non-award subject
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 subject.
Learning outcomes	On successful completion of this subject, 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
Subject 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 subject is normally taught on a face-to-face basis through four hours of tutorials/seminars per week.

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

Gitman, LJ, McDaniel, C, Shah, A, Reece, M, Koffel, L, Bethann, T & Hyatt, JC 2018, *Introduction to Business*, OpenStax, Rice University, Houston, TX.

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

Additional readings

Bovée, CL & Thill, JV 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.

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

Williams, T 2015, *HSC Business Studies*, Cambridge University Press, Port Melbourne.

ASSESSMENT ITEMS AND WEIGHTING

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

Task	Weighting	Learning outcomes assessed	Mandatory task
1. Portfolio (3 submissions — 300 words each)	30%	1-4	Yes
2. Intra-session quiz (1.5 hrs)	30%	1-4	Yes
3. Report (1250 words)	40%	1-5	Yes
TOTAL	100%		

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

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 subject.

To pass this subject, students must:

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