<table>
<thead>
<tr>
<th><strong>Unit name</strong></th>
<th>Business Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit number</strong></td>
<td>900023</td>
</tr>
<tr>
<td><strong>Coordinator</strong></td>
<td>Abdullah Al Aabed</td>
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<tr>
<td><strong>Session</strong></td>
<td>2018.2</td>
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</tbody>
</table>

**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:

- 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**

- 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.
• 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.

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
Essential texts

Further resources
### ASSESSMENT ITEMS AND WEIGHTING

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Weighting</th>
<th>Learning outcomes assessed</th>
<th>Mandatory task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Portfolio</td>
<td>30%</td>
<td>1-4</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Intra-session exam</td>
<td>30%</td>
<td>1- 4</td>
<td>Yes</td>
</tr>
<tr>
<td>3. Report</td>
<td>40%</td>
<td>1-5</td>
<td>Yes</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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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%.