

## Course Outline

**Code: EMB779**

### **Title: Contemporary and Emerging Issues in Business and Management**

<b>School:</b>	Business
<b>Teaching Session:</b>	Session 5
<b>Year:</b>	2020
<b>Course Coordinator:</b>	Dr Wayne Graham
<b>Course Moderator:</b>	Professor Meredith Lawley

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

#### **1. What is this course about?**

##### **1.1 Description**

In today's rapidly changing global business environment, managers need to be aware of emerging trends and issues and develop an understanding of how these changes may impact current practice. This course gives you the opportunity to examine one or a number of contemporary and emerging global issues. The course will enable you to consider the complexity of these issues, explore the available literature and apply concepts to real world scenarios

##### **1.2 Field trips, WIL placements or activities required by professional accreditation**

Nil

#### **2. What level is this course?**

700 level Specialised - Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

#### **3. What is the unit value of this course?**

6 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Acquire knowledge and understanding of an emerging/contemporary business issue through examination of theory and practice.	1	Knowledgeable.
Identify and evaluate the applicability of an emerging/contemporary business issue to a variety of business contexts.	2	Creative and critical thinkers.
Analyse current business practice based on a coherent knowledge of existing theory in an emerging/contemporary field.	1 and 2	Empowered.

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Must be enrolled in BU791

##### 5.2 Pre-requisites

Nil

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Formative assessment quizzes will be provided at the first weekend workshop to enable the confirmation of key learning especially key concepts relevant to the development and delivery of the first summative assessment item

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Literature Review (or component)	Individual	40%	1,000 words	Sunday 19 July 11.59pm (Week 4)	In Class
2	Case Study	Individual	60%	1,500 words	Sunday 9 August 11.59pm (Week 7)	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment 1: Presentation of current theory and practice

<b>Goal:</b>	This task enables you to provide an overview of an emerging/contemporary business issue through examining theory and practice
<b>Product:</b>	Literature review (or component)
<b>Format:</b>	This is an individual assessment. Relevant academic journal articles will be sourced and a short literature review will be developed. See Blackboard for more details.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Selection of pertinent scholarly articles</li> <li>• Quality and relevance of research</li> <li>• Comprehensiveness of the issues evaluated</li> <li>• Communication and professional presentation</li> </ul>

#### Assessment Task 2: Case Study

<b>Goal:</b>	The purpose of this task is for you to use existing theory as a basis and describe current practice on an emerging/contemporary issue. This task requires your analysis and reporting of the impact for business performance and to make suggestions for the future.
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assessment. You will select a business of your choice as a basis for the case study. See Blackboard for more details.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Quality and relevance of research</li> <li>• Comprehensiveness of the issues evaluated</li> <li>• Communication and professional presentation</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 6 unit course will have total of 75 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit of study.

Location:	Directed study hours for location:
Online	18 hours in distributed block format

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### **8.1 Prescribed text(s) or course reader**

Nil.

### **8.2 Specific requirements**

Nil

## **9. How are risks managed in this course?**

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## **10. What administrative information is relevant to this course?**

### **10.1 Assessment: Academic Integrity**

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### **10.2 Assessment: Additional requirements**

#### **Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### **10.3 Assessment: Submission penalties**

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

#### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

#### 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

#### 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

**Appendix 1 Course content**

<b>Week # / Module #</b>	<b>What key concepts/content will I learn?</b>
Module 1	Strategising in a global context (see Blackboard for further information)
Module 2	Resource-based and market-based considerations (see Blackboard for further information)
Module 3	Cross-border institutions (see Blackboard for further information)
Module 4	Cross-border strategic entrepreneurship (see Blackboard for further information)
Module 5	Entering foreign markets (see Blackboard for further information)
Module 6	Strategic alliances and networks (see Blackboard for further information)