Course Outline

Code: TPP111
Title: Business Study Skills

School: Tertiary Access
Teaching Session: Semester 2
Year: 2019
Course Coordinator: Dericka Frost | dfrost@usc.edu.au | Voicemail: 5459-4679 | Room: J5.22
Course Moderator: Anne Kerridge

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
   This course prepares you for the academic study of business through a range of business content, business language and tertiary business study skills. You are introduced to many key topics of general business study, developing skills in case study analysis, business report writing, and group oral presentations. The course covers introductory research and referencing skills including sourcing relevant information from printed sources and using research tools such as library databases. Business Study Skills provides you with strategies and competencies to undertake undergraduate courses in business.

   1.2 Course topics
   • Business as a Tertiary Study
   • Project Management – a useful skill at university and beyond
   • Entrepreneurship – where it all begins
   • The Nature of Business
   • Management and Leadership – an introduction
   • Marketing
   • Informatics and globalisation
   • Accounting and Human Resource Management
   • Economic Overview
   • Law and Ethics in business
   • Group work and presentations – a fact of life and work
   • Your toolkit for undergraduate business studies

2. What level is this course?
   100 level Introductory - Discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Normally associated with the first full-time year of an undergraduate program

3. What is the unit value of this course?
   12 units
   Please be aware units from this course cannot be counted for credit towards an award-bearing program.
4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaborate to create an Action Plan and a PowerPoint presentation slide deck</td>
<td>Task 1a</td>
<td>Empowered</td>
</tr>
<tr>
<td>Research and present a case study analysis in a group-work environment identifying the key functions of group oral presentations, and the ability to express research findings orally using business language</td>
<td>Task 1b</td>
<td>Creative and critical thinkers Empowered</td>
</tr>
<tr>
<td>Research and reference business analysis findings in an academic business report.</td>
<td>Task 2</td>
<td>Empowered Knowledgeable</td>
</tr>
<tr>
<td>Create and use an academic business report template using basic word processing tools</td>
<td>Task 2</td>
<td>Knowledgeable Empowered</td>
</tr>
<tr>
<td>Demonstrate retention of business knowledge and skills from different fields of business study</td>
<td>Task 3</td>
<td>Knowledgeable Empowered</td>
</tr>
</tbody>
</table>

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
Students must be enrolled in TP000 or XE001

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)
Nil

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
Task 1a is a preparatory assessment to help students familiarise themselves with the skills required to work as a group to prepare and present the Task 1b and for initial researching skills for both Task 1b and Task 2. The task is a short presentation that is worked on collaboratively in tutorials. Tutorial time is reserved during Weeks 2-4 for Task 1a student group/tutor discussions providing progressive formative feedback against the Task 1a criteria.
### 6.3 Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Tasks</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1a</td>
<td>Group Action Plan &amp; PowerPoint presentation slide deck</td>
<td>Group</td>
<td>10</td>
<td>5 minutes</td>
<td>Week 4</td>
<td>Safe Assign</td>
</tr>
<tr>
<td>Task 2</td>
<td>Business Report</td>
<td>Individual</td>
<td>30</td>
<td>950-1000 words MAX</td>
<td>Week 8</td>
<td>SafeAssign only</td>
</tr>
<tr>
<td>Task 1b</td>
<td>Group Oral Presentation</td>
<td>Group</td>
<td>35</td>
<td>20 minutes</td>
<td>Week 11 &amp; 12</td>
<td>SafeAssign and in tutorial</td>
</tr>
<tr>
<td>Task 3</td>
<td>Online Quiz</td>
<td>Individual</td>
<td>25</td>
<td>45 minutes</td>
<td>Week 13 in tutorial</td>
<td>Blackboard</td>
</tr>
</tbody>
</table>

#### Assessment Task 1a: Practice group oral presentation

**Goal:** This assessment is designed to help familiarise you with the skills required for Task 1b.

**Product:** A group PowerPoint slide deck and Action Plan

**Format:** A PowerPoint slide deck prepared and submitted in Week 4 about one of provided selection of entrepreneurs. An Action Plan tool will also be developed. Groups of 3-5 students will be coached through the first three tutorials how to prepare to present a talk (Week 5 activity) that applies entrepreneurial research/theory introduced in the lecture to the selected entrepreneur using a template provided.

**Criteria:**
- Presentation and structure
- Formatting
- Research
- Ethical referencing - Harvard style referencing (in-text and List of References)
- Grammar and language
- Logic and critical thinking

#### Assessment Task 1b: Group oral presentation about a business organisation

**Goal:** To develop skills in collaborative projects and oral presentations through the research and analysis of a business organisation

**Product:** Group oral presentation during the tutorial

**Format:** Twenty (20) minute presentation by a group of 3-5 members, to investigate a selected company that satisfies requirements for the investigation, analysis and application of discussed business theory.

**Criteria:**
- Presentation and structure
- Formatting
- Research
- Ethical referencing - Harvard style referencing (in-text and List of References)
- Grammar and language
- Logic and critical thinking
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Assessment Task 2: The Business Report

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To demonstrate skills discussed during the course to date that support undergraduate business report writing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product:</td>
<td>Report</td>
</tr>
<tr>
<td>Format:</td>
<td>The report is to be 950-1000 words and is to be presented in a format that reflects the template set up during tutorials. Additional information will be available on Blackboard about report requirements. An individual report, to be submitted via SafeAssign only (i.e. no hard copy required). This task encourages you to investigate, analyse and report on the discussed functions that need to be undertaken in order to understand the operation of an enterprise. Your task is to decide on an ASX-listed business that would be suitable for such a detailed study. Investigate and analyse selected areas of the business and discuss with your network of fellow students and others who may help your business analysis reach its full potential. The report should include reference to key aspects of business areas discussed during the course sessions 1 – 8 inclusive. The report is to be submitted as an individual report using the academic business report template provided.</td>
</tr>
</tbody>
</table>
| Criteria: | • Structure and prescribed elements  
• Formatting  
• Presentation of findings  
• Ethical referencing - Harvard  
• Grammar and Language  
• Logic and critical thinking  
More details and further help with this assessment task will be discussed in tutorials and posted on Blackboard. |

Assessment Task 3: Online test

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To demonstrate understanding of Workbook content and lecture/tutorial discussion throughout the semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product:</td>
<td>This multiple-choice quiz</td>
</tr>
<tr>
<td>Format:</td>
<td>This is a timed test of forty-five (45) minutes duration in tutorial time.</td>
</tr>
<tr>
<td>Criteria:</td>
<td>Instructions will be available under Task 3 on Blackboard</td>
</tr>
</tbody>
</table>

7. What are the course activities?

7.1 Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12-unit course will have total of 150 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.

<table>
<thead>
<tr>
<th>Location: Specific Campus(es) or online:</th>
<th>Directed study hours for location:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sippy Downs</td>
<td>1 x 1-hour lecture and 1 x 2-hour tutorial per week for 13 weeks</td>
</tr>
<tr>
<td>Fraser Coast</td>
<td></td>
</tr>
<tr>
<td>Caboolture</td>
<td></td>
</tr>
<tr>
<td>Gympie</td>
<td></td>
</tr>
</tbody>
</table>
7.2 Course content

<table>
<thead>
<tr>
<th>Week # / Module #</th>
<th>What key concepts/content will I learn?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business as a Tertiary Study. Learn about the course, its content, reason and relevance. Learn how the course will enable development of business study skills</td>
</tr>
<tr>
<td>2</td>
<td>Project Management – a useful skill for university and beyond</td>
</tr>
</tbody>
</table>
| 3                 | Entrepreneurship  
  • Where it all begins.  
  • Tourism/Events/Leisure sector |
| 4                 | Glimpse the nature of business, consider yourself as a businessperson. What is the role of business? What types of business are there? What is the business environment? |
| 5                 | Introduction to Management and Leadership  
  • Compare and consider how these affect an organisation |
| 6                 | Introduction to Marketing  
  • The four Ps of product marketing  
  • Target markets  
  • The product life cycle |
| 7                 | Informatics and globalisation  
  • Supply Chain Management  
  • Data Analytics |
| 8                 | Introduction to Accounting; and Human Resource Management [HRM] |
| 9                 | Economic overview  
  • The four scarce resources  
  • Supply and Demand Curve  
  Micro and macro-economics |
| 10                | Law & Ethics in business  
  • Consumer law  
  • What is ethics?  
  Enron – The smartest guys in the room |
| 11                | Group work review, TED Talk. |
| 12                | Revision strategies and study styles |
| 13                | Business degree toolkit  
  Be ready |

Please note that the course content may be subject to variation.

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)

The core materials for the lectures and tutorials are available in the Course Workbook available at Mail and Print Services (over on E street entrance to Uni). Additional materials will be made available on Blackboard in Learning Materials.
8.2 Specific requirements
It is your responsibility to read, print, and bring to class any support documentation provided in Blackboard’s Learning Materials for this course each week. These documents form part of the tutorial activities. It is also recommended that you check the course announcements on Blackboard weekly, and check your student email account twice weekly for updates.

9. Risk management
Health and safety risks 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

10.5 **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

10.6 **General Enquiries**
**In person:**
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC South Bank** - 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
**Email:** studentcentral@usc.edu.au