



BUSN11021 Business Automation and Improvement Processes

Term 2 - 2024

Profile information current as at 15/07/2025 06:28 am

All details in this unit profile for BUSN11021 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit aims to cultivate your expertise in automating industrial and business processes. It blends theoretical knowledge, research, and hands-on experience in various areas, including project management, process improvement, innovation frameworks, expert systems, document and process automation, data testing from prior units to validate your solutions, machine learning, and blockchain technologies. During this unit, you will delve into software systems that empower consumers, encompassing internet-based platforms offering interactive documents, intelligent customer service, and business management assistance. You will also identify and explore these advancements' challenges, threats, opportunities, and ethical considerations. Ultimately, you will apply your knowledge to devise a practical solution addressing a real-world business challenge, enhancing overall business operations. You will write a report and presentation that proposes a solution to the workplace problem encompassing a plan to move from a traditional business to an automated business and a stakeholder engagement plan.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: *12*

Student Contribution Band: *8*

Fraction of Full-Time Student Load: *0.25*

Pre-requisites or Co-requisites

Pre-requisite - BUSN11018 Business Improvement Pre-requisite - BUSN11019 Business Systems and Technology Co-requisite - BUSN11020 Business Data and Ethics

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2024

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 12-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 25 hours of study per week, making a total of 300 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Portfolio**

Weighting: Pass/Fail

2. **Report**

Weighting: 70%

3. **Presentation**

Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Evaluate knowledge and skills for the automation of operations in a business process improvement context
2. Apply knowledge of business, automation and design thinking principles to propose a plan for the conversion of a traditional business to an automated business
3. Apply process improvement and innovation frameworks to the success of contemporary business
4. Prepare a stakeholder management plan to communicate potential impacts and benefits of proposed socially innovative solutions
5. Showcase skills in business improvement processes and management, via a professional level presentation and a written report.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Portfolio - 0%	•	•	•	•	
2 - Report - 70%		•	•	•	•
3 - Presentation - 30%					•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication					•
2 - Problem Solving	•		•		
3 - Critical Thinking	•		•		
4 - Information Literacy		•			
5 - Team Work					
6 - Information Technology Competence		•			
7 - Cross Cultural Competence				•	
8 - Ethical practice					
9 - Social Innovation		•		•	
10 - Aboriginal and Torres Strait Islander Cultures				•	

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Desley Pidgeon Unit Coordinator
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Schedule

Week 1 - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Planning for digital transformation part 1.	Workbook 1	Block A - off the job Training

Week 2 - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Developing a stakeholder management plan	Workbook 2	Block A - off the job Training

Week 3 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in Workshop	Review of workbook 1 and 2	Block B - on the job training

Week 4 - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Reporting and presenting on a digital transformation.	Workbook 3	Block C- off the job training

Week 5 - 05 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Block D - on the job training
Working on Workplace Problem Drop in session	Review of workbooks 1 to 3	Portfolio assignment Due: Week 5 Friday (9 Aug 2024) 11:55 pm AEST
		Electronic Portfolio Due: Week 5 Friday (9 Aug 2024) 11:55 pm AEST

Vacation Week - 12 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Review of workbooks 1 to 3	Block D - on the job training

Week 6 - 19 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Planning for digital transformation part 2	Workbook 4	Block E- off the job training

Week 7 - 26 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Evaluating a digital transformation.	Workbook 5	Block E- off the job training

Week 8 - 02 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Improving the success of contemporary business.	Workbook 6	Block E- off the job training

Week 9 - 09 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training

Week 10 - 16 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training

Week 11 - 23 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Block F- on the job training
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Presentation of the workplace problem Due: Week 10 Friday (27 Sept 2024) 11:45 pm AEST
		Presentation of the workplace problem Due: Week 11 Friday (27 Sept 2024) 5:00 pm AEST

Week 12 - 30 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Working on Workplace Problem Drop in session	Workbooks 1 to 6	Block F- on the job training

Review/Exam Week - 07 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Report Due: Monday (7 Oct 2024) 11:45 pm AEST
		Report on Workplace Problem Due: Review/Exam Week Monday (7 Oct 2024) 11:55 pm AEST

Exam Week - 14 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Term Specific Information

This unit is divided into learning blocks. The off-the-job learning blocks will have workshops covering the content. The university will support you in studying the Workbooks and completing related activities. You should complete relevant Workbook sections each week and attend organised university workshops online. During the term, you will learn about stakeholder engagement practices within the business improvement process environment. You will also explore Innovative frameworks for sustainable social impacts within a digital business environment. You will also continue to work on your workplace problem that you will work towards solving for the CM55 Diploma of Business in the Digital Age course.

The on-the-job training blocks will have drop-in sessions for you to clarify any assessment or content information. The remaining weeks will be dedicated to completing the assessment and your workplace problem.

Assessment Tasks

1 Electronic Portfolio

Assessment Type

Portfolio

Task Description

Throughout this unit the Workbooks studied prompted you to add personal information and 'artefacts' related to your workplace problem to your electronic Portfolio that will be uploaded to Moodle. This assessment item requires you to describe and synthesise this information to demonstrate your achievement of the learning outcomes of this assessment task.

electronic Portfolio

Attach artefacts to your ePortfolio that demonstrate knowledge and understanding of each of the learning outcomes of this assessment task as they relate to your workplace problem and organisation. For example, to demonstrate the achievement of LO2. - "Apply knowledge of business automation and social innovation to propose a plan for the conversion of a traditional business to an automated business", you might upload an artefact to your workplace problem Construct your portfolio in a logical way that demonstrates your ability to synthesise the artefacts you have gathered. You may decide to add 'folders' to your portfolio that contain artefacts that relate to each of the learning outcomes for this assessment item or according to the content of Workbooks, or that reflect different aspects of your workplace problem, or in some other grouping that seems logical to you.

Written component

Write no more than two pages of writing that addresses each of the four learning outcomes of this assessment item. For example, write one paragraph in relation to each learning outcome. You should apply the artefacts you have gathered to your discussion to illustrate your review and understanding on innovation within business process management. This document will be uploaded separately on Moodle.

Assessment Due Date

Week 5 Friday (9 Aug 2024) 11:55 pm AEST

Return Date to Students

Weighting

Pass/Fail

Assessment Criteria

The portfolio will be assessed on:

- review and evaluation of appropriate reporting frameworks
- recommendation of stakeholder communication strategy
- critical review of risks in managing stakeholder expectations.

The criteria are non-graded; that is, you will be judged to have passed or failed each criterion and therefore the assessment item overall.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Evaluate knowledge and skills for the automation of operations in a business process improvement context
- Apply knowledge of business, automation and design thinking principles to propose a plan for the conversion of a traditional business to an automated business
- Apply process improvement and innovation frameworks to the success of contemporary business
- Prepare a stakeholder management plan to communicate potential impacts and benefits of proposed socially innovative solutions

2 Report on Workplace Problem

Assessment Type

Report

Task Description

This will be completed in two sections.

Part A is the review of relevant reporting structures in the workplace. You will need to find a template and appropriate communication channel for your report.

Part B will be the final report used to communicate your findings on the workplace challenge to the appropriate personnel in the workplace. You will be required to add your presentation as an appendix in the report.

Assessment Due Date

Review/Exam Week Monday (7 Oct 2024) 11:55 pm AEST

Return Date to Students

Weighting

70%

Assessment Criteria

You will be assessed on;

- communication in the workplace
- evidence of key concepts researched and applied to the workplace problem
- evidence of critical analysis.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

No submission method provided.

Learning Outcomes Assessed

- Apply knowledge of business, automation and design thinking principles to propose a plan for the conversion of a traditional business to an automated business
- Apply process improvement and innovation frameworks to the success of contemporary business
- Prepare a stakeholder management plan to communicate potential impacts and benefits of proposed socially innovative solutions
- Showcase skills in business improvement processes and management, via a professional level presentation and a written report.

3 Presentation of the workplace problem

Assessment Type

Presentation

Task Description

No Assessment Task Description

Assessment Due Date

Week 11 Friday (27 Sept 2024) 5:00 pm AEST

Return Date to Students

Weighting

30%

Assessment Criteria

Your presentation will be assessed on;

- alignment to workplace communication protocols
- ability to express workplace problem solutions or possible implementation in an appropriate manner
- Demonstration of innovative thinking in the workplace

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Showcase skills in business improvement processes and management, via a professional level presentation and a written report.

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem