

BUSN13004 *Professional Practice and Experience*

Term 3 - 2025

Profile information current as at 15/03/2026 11:41 pm

All details in this unit profile for BUSN13004 have been officially approved by CQUniversity 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

Employers are seeking work-ready graduates who can apply their university-developed knowledge, skills and attributes in diverse work environments and new contexts. This unit will provide you with the opportunity to consolidate knowledge of your chosen profession/discipline and demonstrate graduate attributes through an authentic learning experience of your choice: work integrated learning, global experience or project. The work integrated learning creates an opportunity for you to gain practical work experience. You will apply discipline knowledge and critical thinking skills to propose creative, ethical and innovative solutions within the workplace. The global experience creates an opportunity for you to engage in an international program. You will apply cross-cultural knowledge and critical thinking skills to propose creative, ethical and innovative solutions in response to global challenges. The project option creates an opportunity for you to complete a scaffolded investigation (supervised project) at an advanced level. You will apply discipline knowledge and critical thinking skills to propose creative, ethical and innovative solutions to a workplace or community issue related to your discipline area. We encourage you to enrol early to receive further information about each experience and begin the selection process. The work integrated learning and global experience options are subject to availability and you are required to enrol three months prior to the start of Term to participate in these options.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Pre-requisites: 72 credit points

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 3 - 2025

- Mixed Mode

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 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 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. Written Assessment

Weighting: Pass/Fail

2. Reflective Practice Assignment

Weighting: Pass/Fail

3. Portfolio

Weighting: Pass/Fail

Assessment Grading

This is a pass/fail (non-graded) unit. To pass the unit, you must pass all of the individual assessment tasks shown in the table above.

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](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from In Class

Feedback

Most of the guidelines are for those students who are doing a research project. There should be separate guidelines for WIL and Global Tour Students.

Recommendation

We should deal WIL/global tour students separately. They need separate attention to understand the assessments.

Feedback from In Class

Feedback

There should be more clarity on expectations and assessments.

Recommendation

Maintain a supportive and responsive learning environment where students receive clear guidance on assessments and have accessible channels to seek clarification and assistance whenever needed.

Unit Learning Outcomes

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

1. Justify and communicate a plan for a work integrated learning, global experience or project to investigate and analyse a specific issue
2. Critically analyse the relevance of the knowledge, skills and attributes developed through university studies to workplace or community contexts and future careers
3. Demonstrate critical thinking and judgement when investigating a workplace or community issue and developing creative solutions appropriate to the specific context
4. Critically reflect on work integrated learning, global experience or project experience to identify further areas of learning and professional development
5. Synthesise university and practical discipline experience to demonstrate an understanding of self, careers, and the needs of workplaces or communities now and into the future.

This unit is core for a series of courses that have external accreditation. For some courses there may be a requirement for someone with discipline specific knowledge and understanding to provide guidance, mentoring or oversight.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level ● Introductory Level ● Intermediate Level ● Graduate Level ● Professional Level ● Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 0%	●	●			
2 - Reflective Practice Assignment - 0%		●	●	●	●
3 - Portfolio - 0%			●	●	●

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 - First Nations Knowledges					
11 - 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

Edward Kachab Unit Coordinator
e.kachab@cqu.edu.au

Schedule

Week 1 - 10 Nov 2025

Module/Topic	Chapter	Events and Submissions/Topic
Orientation to unit and assessments. You need to choose your 'stream' (project, work integrated learning, or global experience) and will be guided on the Moodle site to the appropriate sequence of study for your chosen path.	Read the unit profile and assessment task requirements. Consult learning resources under Week 1 on the unit Moodle site.	Online workshop

Week 2 - 17 Nov 2025

Module/Topic	Chapter	Events and Submissions/Topic
You will need to consider your project focus for the term, to begin collecting materials for your project and orient yourself to the assessment requirements.	Students should consult learning resources under Week 2 on the unit's Moodle site.	

Week 3 - 24 Nov 2025

Module/Topic	Chapter	Events and Submissions/Topic
What are the elements of a critical literature review? Regardless of the stream you have chosen, you will need to learn how to support your assessments with appropriate academic writing that display research and critical reading.	Consult learning resources under Week 3 on the unit's Moodle site	

Week 4 - 01 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Gathering artifacts and critical reflection for your chosen project.	Consult learning resources under Week 4 on the unit's Moodle site	Online workshop
Week 5 - 08 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Reflective practice for career opportunities – applying principles to your research project, work integrated learning, or global experience to your future career.	Consult learning resources under Week 5 on the unit's Moodle site	Written Assessment Due: Week 5 Friday (12 Dec 2025) 11:59 pm AEST
Week 6 - 15 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Overview of research methods.	Consult learning resources under Week 6 on the unit's Moodle site	
Vacation Week - 22 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week - 29 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Week 7 - 05 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Data collection and analysis.	Consult learning resources under Week 7 on the unit's Moodle site	Online workshop
Week 8 - 12 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Summarising and presenting findings.	Consult learning resources under Week 8 on the unit's Moodle site	Reflective Practical Assignment Due: Week 8 Friday (16 Jan 2026) 11:59 pm AEST
Week 9 - 19 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Reflecting on key findings.	Consult learning resources under Week 9 on the unit's Moodle site	
Week 10 - 26 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
How to draw a logical conclusion.	Consult learning resources under Week 10 on the unit's Moodle site	Online workshop
Week 11 - 02 Feb 2026		
Module/Topic	Chapter	Events and Submissions/Topic
How to develop clear recommendations that can be operationalised.	Consult learning resources under Week 12 on the unit's Moodle site	
Week 12 - 09 Feb 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Unit wrap-up	No readings	Portfolio Due: Week 12 Friday (13 Feb 2026) 11:59 pm AEST
Exam Week - 16 Feb 2026		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Written Assessment

Assessment Type

Written Assessment

Task Description

This unit is a pass-fail unit, however, this assignment is weighted at 15% of the unit total.

Given your choice between the options of a research project, work-integrated learning, or global experience, the first assessment will adopt one of the three pathways.

1. Research project: you can select this option if you are not choosing global experience or work-integrated learning. The selection of this assessment doesn't require registration or connection with the CQU International Office/WIL Office, etc. prior to the term start date.
2. Global experience: to select this option, you should already be enrolled in the global study tour through the CQU International Office, much before the term start date. For more details, see: <https://cqu-sa.terradotta.com/>
3. Work-integrated learning (WIL) placement: to select this option, you should connect with the CQU WIL Office prior to the term start date to explore the feasibility of organising a WIL.

Note: This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS) Level-1. Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. AIAS Level-1 states: The assessment is completed entirely without AI assistance in a controlled environment, ensuring that students rely solely on their existing knowledge, understanding, and skills. You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

Assessment Due Date

Week 5 Friday (12 Dec 2025) 11:59 pm AEST

A late penalty @ 5% per day will be applied

Return Date to Students

Week 7 Friday (9 Jan 2026)

The results will be available in Unit's Moodle site

Weighting

Pass/Fail

Minimum mark or grade

Pass grade - this assessment is based on pass/fail grade

Assessment Criteria

Research project

If you choose to write a research report, the first assessment requires you to submit a project plan of about 500 words, excluding title page, table of content and references. Use report language conventions to write a project plan, including:

- Appropriate project topic or title related to your discipline (maximum 16 words).
- Introduction, including background and problem statement. Briefly provide a background to the topic/selected organisation. What would you like to research and why? You are advised to integrate the related literature with the problem statement (about 200 words).
- The aims and key research question(s) (about 50-60 words).
- Literature review: briefly mention the keywords of literature/theories that you will be using, and indicate the scholarly database(s) (about 100 words).
- Research methodology: In this research, you are required to use secondary data ONLY. Because of this, kindly provide a concise (roughly 150 words) explanation of your research methodology, along with the name(s) of the data source(s) and the tools and procedures for data analysis.
- Outline the project timeline or use a Gantt chart.

Work-integrated learning

If you choose the option of work-integrated learning, the first assessment will include a plan related to workplace etiquette, skills and knowledge. Use report language conventions to write a workplace plan (up to 500 words), including:

- What is your understanding of acceptable standards of communication, dress code and ethical behaviours at the workplace?
- What type of activities and tasks will you be doing at the work placement?

- Did you read any literature or background material related to the activities or tasks you are likely to undertake in your work placement? Please provide a brief description of the related literature (journal article(s), book chapter, research report) that you have already read in preparation for your work placement. Note that it is necessary to gain a basic understanding of the literature related to your workplace activities and tasks.
- Do you have prior experience that you will be able to demonstrate while doing activities at the workplace?

Global experience

If you undertake the global experience tour, then you are required to provide a 500-word plan related to your global experience, which would include a 'global tour organised by CQU international office'. The plan should include:

- A brief introduction of the organizations and places you will be visiting.
- A brief outline of the activities and tasks that you will be undertaking as a part of the global study tour.
- The contemporary problems or challenges that you can explore in the organisations you will be visiting.

Referencing Style

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

Submission

Online

Submission Instructions

Submit in Moodle

Learning Outcomes Assessed

- Justify and communicate a plan for a work integrated learning, global experience or project to investigate and analyse a specific issue
- Critically analyse the relevance of the knowledge, skills and attributes developed through university studies to workplace or community contexts and future careers

2 Reflective Practical Assignment

Assessment Type

Reflective Practice Assignment

Task Description

This unit is a pass-fail unit, however, this assignment is weighted at 35% of the unit total.

You are required to record and submit a 10-minute PowerPoint presentation along with the slide deck, reflecting on the activities, knowledge, and skills that you have accomplished since the commencement of the research project, work-integrated learning, or global tour. Also, you are required to identify further learning opportunities and discuss your reflective practice and the role it plays in becoming a life-long learner.

Note: This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS) Level-1. Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. AIAS Level-1 states: The assessment is completed entirely without AI assistance in a controlled environment, ensuring that students rely solely on their existing knowledge, understanding, and skills. You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

Assessment Due Date

Week 8 Friday (16 Jan 2026) 11:59 pm AEST

A late penalty @ 5% per day applied

Return Date to Students

Week 10 Friday (30 Jan 2026)

The results will be available in Unit's Moodle site

Weighting

Pass/Fail

Minimum mark or grade

Pass grade - this assessment is based on pass/fail grade

Assessment Criteria

The pass or fail grade will be granted given the following criteria:

- Reflection: have you reflected on the activities, knowledge, and skills that you have accomplished since the commencement of the research project, work-integrated learning, or global tour.
- Lif-long learning: have you identifies further learning opportunities and discussed your reflective practice and the

role it plays in becoming a life-long learner.

- Clarity: have you used visual and oral communication skills to clearly explain your insights?
- Critical thinking: have you demonstrated a linkage between your project, your discipline, and your future career?
- Research: have you presented evidence that you have done background research to inform the content of reflective practice?
- Time management: have you used an appropriate number of slides and time to communicate the message effectively?

Referencing Style

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

Submission

Online

Submission Instructions

Submit recording and PowerPoint slides in Moodle

Learning Outcomes Assessed

- Critically analyse the relevance of the knowledge, skills and attributes developed through university studies to workplace or community contexts and future careers
- Demonstrate critical thinking and judgement when investigating a workplace or community issue and developing creative solutions appropriate to the specific context
- Critically reflect on work integrated learning, global experience or project experience to identify further areas of learning and professional development
- Synthesise university and practical discipline experience to demonstrate an understanding of self, careers, and the needs of workplaces or communities now and into the future.

3 Portfolio

Assessment Type

Portfolio

Task Description

This unit is a pass-fail unit, however, this assignment is weighted at 50% of the unit total.

This assessment item (portfolio) will be completed in three different formats, given your choice between research project, work-integrated learning and global experience.

Research project

If you have selected the option of a research project for Assessments 1 & 2, you are required to write 2,000-word (+/- 10%) project report, individually. Researching business problems and developing solutions is considered an important skill of a successful business manager or leader of a company. This project report provides you with the opportunity to develop this great skill by applying your accumulated knowledge to a real-world business problem and proposing a reliable solution(s). More specifically, drawing upon publicly available secondary data and relevant literature, you will explore a real-world problem/issue related to your profession/area of specialisation and develop credible recommendation(s) to address the problem.

The assessment will follow the typical structure of a research report and will need to include the following:

- Project title
- Introduction, including background information, current challenges that need to be addressed, gap/need for the new research project, aims and research question(s).
- Theoretical framework demonstrating your understanding of the recent literature associated with your research project.
- Research methodology
- Reflection on key findings from secondary data analysis.
- Conclusion.
- References: at least 12 from scholarly sources following APA style.
- Appendices (if any)

Work-integrated learning

If you have selected the work-integrated learning option, you are required to submit a brief report on your professional practice experience and insights gained (1000 words), including, for example, a visual portfolio of activities undertaken as part of the WIL (images, figures, tables and visuals) as an appendix to the report. The cover page, table of contents, references and appendices are not included in the word count

Global Experience

Write a brief report on your professional practice experience and insights gained (1000 words), including a visual portfolio of activities undertaken as part of the Global tour (images, figures/tables and visuals with brief explanations

below) as an appendix to the report. Overall, you are required to develop a portfolio, including:

- Introduction of the organizations and places visited and their business operations.
- Practices, activities, and functional areas of these organisations that link to your discipline/subject area.
- The contemporary real-world problems/challenges related to your discipline? Note that you need to provide detailed information/evidence on the real-world challenges; use current literature, databases, and research reports to support your argument.
- Reflection on how these organisations tackle contemporary challenges.
- Building upon the existing literature, recognise areas of further improvement and devise recommendations to further enhance their performance.

You are encouraged to use, where possible, visuals of organisation/activities.

Note: This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS) Level-1. Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. AIAS Level-1 states: The assessment is completed entirely without AI assistance in a controlled environment, ensuring that students rely solely on their existing knowledge, understanding, and skills. You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

Assessment Due Date

Week 12 Friday (13 Feb 2026) 11:59 pm AEST

A late penalty @ 5% per day applies

Return Date to Students

Exam Week Friday (20 Feb 2026)

The final result will be released after the certification of the grades

Weighting

Pass/Fail

Assessment Criteria

Research Project

The pass or fail grade will take into account the following criteria:

- The introduction provides clear background information, current challenges that need to be addressed, gap/need for the new research project, and aims and research question(s).
- The literature review offers a clear theoretical framework/review of the existing literature related to your research project.
- The research methodology clearly outlines the research method, and data collection and data analysis procedures.
- Findings provide a reflection on key findings from the data analysis
- A conclusion provides major inferences and demonstrates that the research project has achieved the aims or answered the key research questions. Provide recommendations (practical or theoretical) and any limitations.
- Minimum 12 scholarly sources (journal article, book, published research report) following APA referencing style.

Work-integrated learning/Global tour

The pass or fail grade will take into account the following criteria:

- Clearly and concisely presented background information, challenges faced, and future aims.
- Offered some review of the existing literature (2-5 academic sources) related to their research project.
- Presented a visual portfolio (images, figures/tables and visuals) of activities undertaken as part of the WIL/Global tour.
- Provided a brief explanation for the visual portfolio is attached as a part of the appendices.
- Provided major inferences and demonstrated that the Global Tour/WIL has achieved its aims.
- Developed recommendations (practical or theoretical) and identified any limitations.
- Applied APA 7th referencing conventions and adopted a scholarly writing style.

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- Demonstrate critical thinking and judgement when investigating a workplace or community issue and developing creative solutions appropriate to the specific context

- Critically reflect on work integrated learning, global experience or project experience to identify further areas of learning and professional development
- Synthesise university and practical discipline experience to demonstrate an understanding of self, careers, and the needs of workplaces or communities now and into the future.

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