



# MGMT11109 *Introduction to Business*

## Term 2 - 2024

Profile information current as at 29/07/2024 04:05 pm

All details in this unit profile for MGMT11109 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

This unit is designed to introduce you to the dynamic interplay of factors that influence the direction and success of contemporary business. You will explore the emerging shift from a linear economy to a circular economy and the facilitating role of entrepreneurship and innovation in successful business transitions. This includes the flow-on effects these have on business strategy, structures, employees, organisational design, and business operations. Business plays a significant role in society and the management skills required for business to be fit for the future rests with each of us. You have a role in this as an agent of positive change.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

There are no requisites for this unit.

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

- Brisbane
- Melbourne
- Online
- Rockhampton
- Sydney

### 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: 10%

#### 2. **Written Assessment**

Weighting: 40%

#### 3. **Reflective Practice Assignment**

Weighting: 50%

### 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](#).

## 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 SUTE

**Feedback**

Required weekly reading for the unit encompassed papers from a range of academic journals

**Recommendation**

Reliance on journal papers has been reduced with the specification of a low cost textbook.

#### Feedback from SUTE

**Feedback**

The lecture slides helped to understand the contemporary business issues that were covered each week.

**Recommendation**

Weekly lecture slides encompass key conceptual frameworks that explain how businesses function. These integrate with workshop discussions so that issues emerging in business media can be examined with deeper insights.

#### Feedback from SUTE

**Feedback**

The break up of assessments over the term were well timed and allowed for progress through the unit

**Recommendation**

The design and scheduling of assessments links to the content being covered each week. Real-world cases are used to develop critical analysis of business activity using relevant conceptual frameworks.

#### Feedback from SUTE

**Feedback**

Workshop sessions were really valuable for learning how to apply the information in the weekly readings

**Recommendation**

Workshop discussions of topical business issues provide the foundational skills to achieve mastery of assessment tasks.

#### Feedback from SUTE

**Feedback**

The lectures and workshops were easy to listen to and take on board the information. Content both verbal and text is easy to navigate and understand. Delivered in a very orderly manner and well received.

**Recommendation**

Student feedback also highlighted that it would be good if more students attended the live tutorials to have more diverse discussions.

#### Feedback from SUTE

**Feedback**

Clarity of assessment criteria could be improved

**Recommendation**

Discussion of the criteria, detailed in the Unit Profile and Assessment Tile, will be supported with short vignettes in addition to comprehensive assignment briefing sessions.

## Unit Learning Outcomes

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

1. Describe the scope, scale, and contributions of contemporary business
2. Critically assess the dynamic influence of entrepreneurial, innovation, and sustainability (EIS) drivers in contemporary business
3. Critically assess the the consequential impacts of EIS on business strategy and structure, people, organisational design, and business operations
4. Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities
5. Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy.

## 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 - Written Assessment - 10%	•	•			
2 - Written Assessment - 40%	•	•	•	•	•
3 - Reflective Practice Assignment - 50%			•	•	•

### 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

MGMT11109

#### Prescribed

##### Exploring Management

Edition: 1 (2023)

Authors: Schermerhorn, J.R., Bachrach, D.G., Woods, P., Junaid, F., McKeown, T., & Co, M.J.

John Wiley & Sons

Brisbane , Queensland , Australia

ISBN: 9781119874935

Binding: eBook

#### Additional Textbook Information

The required resource is available in multiple formats and options:

The printed textbook and E-Text can be purchased from just \$75 from Wiley:

<https://www.wileydirect.com.au/buy/exploring-management-asia-pacific-edition/>

Or the printed textbook can be purchased via campus bookstores or most online retailers (Zookal, Booktopia, Amazon etc.)

The e-text can be accessed through Wiley's new e-text collection for \$6.95/month [links TBA]

If purchasing internationally, please search for your title on wiley.com and update your location in the upper right-hand corner.

View textbooks at the CQUniversity Bookshop

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### You will need access to the following IT resources:

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

## 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

**Malcolm Johnson** Unit Coordinator

[m.n.johnson@cqu.edu.au](mailto:m.n.johnson@cqu.edu.au)

## Schedule

### Week 1 - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
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## Introduction to contemporary business

- Explore different perspectives on what people see as the purpose of business;
- Gain an understanding of the scope of business; encompassing private, public, and Not-for-Profit;
- Appreciate the scale of businesses by examining micro- to small and medium enterprise, through to Multi-national companies;
- Explain how contribution to society (CSR) extends beyond economic value; and
- Appreciate the complexity of ethics when making business decisions.

The required readings each week are provided in the eReading list (access at the top of Moodle).

For Week 1, please access the Week 1 eReading list.

I have provided a Synopsis in the eReading list for Weeks 1-3

**Assignment 1 Briefing session:** (check Moodle for Zoom ID)

Refer Moodle for specific Workshop activities.

Explanation of PASS program to support your academic success

## Week 2 - 15 Jul 2024

### Module/Topic

#### Dynamic contexts

- Appreciate the dynamic contexts that emerge in global markets, and how these might cascade to national and regional economies;
- Understand the application of PESTEL framework to examine trends that can impact business operations;
- Challenge bounded thinking that fails to consider the probability of Black Swan events;
- Consider paradigm shifts that arise from Black Swan disruption; and
- Consider the need for realistic appraisal of organisational capability to become 'future fit'.

### Chapter

Refer Synopsis and key papers in the eReading list for Week 2

### Events and Submissions/Topic

**Academic Learning Centre (ALC) Session** will cover analysing assessment task & planning for notes (Check Moodle for access details)

Refer Moodle for specific Workshop activities.

This workshop will also encourage discussion of a practice **Learning Log** prepared by students on material covered in Week 1

## Week 3 - 22 Jul 2024

### Module/Topic

#### Entrepreneurial drivers

- Understand the drivers of entrepreneurship in today's economy;
- Appreciate the differences between small business and high-growth enterprises;
- Champion the contribution that intrapreneurs make to established businesses;
- Value the contribution that entrepreneurs make in society;
- Consider the behavioural traits that underpin entrepreneurial & intrapreneurial success; and
- Gain insights into the rigour of business model frameworks used to evaluate, develop and launch new business concepts.

### Chapter

Refer Synopsis and key papers in the eReading list for Week 3

### Events and Submissions/Topic

**Academic Learning Centre (ALC) Session** will cover paraphrasing and referencing. (Check Moodle for access details)

Refer Moodle for specific Workshop activities.

## Week 4 - 29 Jul 2024

### Module/Topic

#### Innovation drivers

- Describe and identify examples of incremental innovation;
- Describe and identify examples of disruptive innovation;
- Appreciate the pervasive momentum of Industry 4.0 and AI initiatives;
- Understand the contribution that design thinking makes to innovation; and
- Review discovery-driven business models and how to manage innovation going forward.

### Chapter

Chapter 9 in Schermerhorn et al. (2023). **Exploring Management**. John Wiley Australia.  
Refer also to key papers in the eReading list for Week 4.

### Events and Submissions/Topic

**Academic Learning Centre (ALC) Session** will cover how to write an essay (intro, body paragraphs, conclusion, editing). (Check Moodle for access details)

**Assignment 2 Essay Briefing session:** (check Moodle for Zoom ID)

Refer Moodle for specific Workshop activities.

## Week 5 - 05 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Sustainability drivers</b> <ul style="list-style-type: none"><li>• Discuss the five traits fundamental to the effective progress of circular economic activity;</li><li>• Understand the various types of sustainability;</li><li>• Consider which UNSDGs businesses might progress through operational change; and</li><li>• Appreciate the rigour of the Global Report Initiative and adoption of this reporting by business.</li></ul>	Chapter 11 in Schermerhorn et al. (2023). <b>Exploring Management</b> . John Wiley Australia. Refer also to the eReading list for Week 5	Refer Moodle for specific Workshop activities.

## Vacation Week - 12 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
No lectures scheduled this week		Please take this opportunity to research and start writing a draft of your reflective essay for <b>Assignment 2</b>

## Week 6 - 19 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Strategic perspectives</b> <ul style="list-style-type: none"><li>• Understand what shaping a strategy entails;</li><li>• Consider the the role of strategy in enacting a business model;</li><li>• Understand the intersection of entrepreneurial and strategic action domains;</li><li>• Consider strategic positioning to capitalise on changes arising from disruptive innovation; and</li><li>• Understand strategic options that entrepreneurs might consider to leverage innovation and manage risk.</li></ul>	Chapter 7 in Schermerhorn et al. (2023). <b>Exploring Management</b> . John Wiley Australia. Refer also to the eReading list for Week 6	Refer Moodle for specific Workshop activities.

## Week 7 - 26 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Structural considerations</b> <ul style="list-style-type: none"><li>• Understand the relationship between strategy and organisational structure;</li><li>• Understand the relationship between organisational structure and legal structure; and</li><li>• Understand entrepreneurial decisions regarding management of trading risk, intellectual property, and legal structures that facilitate equity investment.</li></ul>	Chapter 8 in Schermerhorn et al. (2023). <b>Exploring Management</b> . John Wiley Australia. Refer also to the eReading list for Week 7	Refer Moodle for specific Workshop activities.  <b>Assessment 2: Managerial Perspectives Essay: Natural Evolution Foods</b> Due: Week 7 Friday (30 Aug 2024) 12:00 pm AEST

## Week 8 - 02 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>People perspectives and motivations</b> <ul style="list-style-type: none"><li>• Understand the four functions of management;</li><li>• Consider the findings of the Australian Management Capability Index;</li><li>• Discover the foundations of motivation research;</li><li>• Consider insights on authentic leadership; and</li><li>• Discern the differences between emotional intelligence and emotional competence required of authentic leaders.</li></ul>	Chapter 2 and 14 in Schermerhorn et al. (2023). <b>Exploring Management</b> . John Wiley Australia. Refer also to the eReading list for Week 8	Refer Moodle for specific Workshop activities.



## Week 9 - 09 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Managing organisational performance</b> <ul style="list-style-type: none"><li>• Understand how and why managers use the control process;</li><li>• Explain the types of controls used by managers; and</li><li>• Describe useful control tools and techniques.</li></ul>	Chapter 11 in Schermerhorn et al. (2023). <b>Exploring Management.</b> John Wiley Australia. Refer also to the eReading list for Week 9	<b>Academic Learning Centre (ALC) Session</b> will cover how to write a business report (structure and formatting). (Check Moodle for access details)  <b>Assignment 3 Business Report Briefing session:</b> (check Moodle for Zoom ID)  Refer Moodle for specific Workshop activities.

## Week 10 - 16 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Leadership</b> <ul style="list-style-type: none"><li>• Understand the foundations of effective leadership;</li><li>• Discuss the insights of contingency leadership theories; and</li><li>• Discuss current issues and directions in leadership development.</li></ul>	Chapter 12 in Schermerhorn et al. (2023). <b>Exploring Management.</b> John Wiley Australia. Refer also to the eReading list for Week 10	Refer Moodle for specific Workshop activities.

## Week 11 - 23 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Individuals and teams</b> <ul style="list-style-type: none"><li>• Discuss how perceptions influence individual behaviour</li><li>• Contrast how different personalities influence individual behaviour;</li><li>• Explain how attitudes, emotions, and moods influence individual behaviour;</li><li>• Discuss the importance of teams and the stages in team development; and</li><li>• Identify what contributes to team success.</li></ul>	Chapter 13 (Sections 13.2 - 13.3) and Chapter 15 in Schermerhorn et al. (2023). <b>Exploring Management.</b> John Wiley Australia. Refer also to the eReading list for Week 11	Refer Moodle for specific Workshop activities.

## Week 12 - 30 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Your role as change agent: Essential skills for the future</b> <ul style="list-style-type: none"><li>• Understand the forces that are shaping future work;</li><li>• Identify emerging opportunities and risks that these create;</li><li>• Understand that the progress of Industry 4.0 and AI will occur in phases that impact the economy with different timing and effects;</li><li>• Consider the forecast position for Australia and the conditions that will influence its adjustment to Industry 4.0 and AI; and</li><li>• Consider how this might influence personal career decisions.</li></ul>	Refer eReading list for Week 12	Final workshop opportunity to review your draft for <b>Assignment 3</b> before it is due on Friday at 12.00PM  <b>Assessment 3: Business Report: Priestley's Gourmet Delights</b> Due: Week 12 Friday (4 Oct 2024) 12:00 pm AEST

## Review/Exam Week - 07 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 14 Oct 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

## Assessment Tasks

### 1 Assessment 1: Learning Log

#### Assessment Type

Written Assessment

#### Task Description

**Due: Sunday at the end of either week 3-5. Length: 300 words per entry.**

For this task, you are required to complete only one learning log of the workshop discussion in either Week 3, 4 or 5. You may also submit all three learning logs with the highest one counting toward your final grade.

The learning log asks you to answer three questions:

1. Describe the activity that took place in the workshop this week (100 words).
2. Reflect on how the activity relates to your personal experience (100 words).
3. Analyse how the activity illustrates a relevant academic concept, and referencing insights from an appropriate peer-reviewed journal paper (100 words)

You are also encouraged to prepare a practice Log for discussion in the Week 2 workshop.

**You need to attend the relevant workshop for that learning log to be accepted for assessment.** Learning logs submitted for weeks that you did not attend class will not receive any marks (unless you are studying the unit online). More information about this activity and what you should focus on for each of the questions will be available on the Moodle site and discussed in the workshops in the first few weeks of term.

#### Assessment Due Date

Either Week 3, 4 or 5

#### Return Date to Students

Within two weeks of your submission

#### Weighting

10%

#### Assessment Criteria

The learning log will be marked out of 10 using the following criteria:

1. Attended the campus workshop that the learning log is reflecting on. Online students need to view the recorded workshop if they have not attended the Zoom session - 1 mark
2. Actively participated in the workshop that the learning log is reflecting on - 1 mark
3. Accurately describes the activity that took place in the workshop (Question 1) - 2 marks
4. Reflects on the activity, using specific examples from personal experience (Question 2) - 2 marks
5. Demonstrates critical analysis by showing how the activity illustrated at least one academic concept (Question 3) - 2 marks
6. Uses a relevant peer-reviewed journal paper that discusses the above academic concept (Question 3) - 2 marks

#### Submission Instructions

The learning log should be submitted as a Word document through Turnitin on the Moodle site using the submission link for Assessment 1

#### Referencing Style

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

#### Submission

Online

#### Learning Outcomes Assessed

- Describe the scope, scale, and contributions of contemporary business
- Critically assess the dynamic influence of entrepreneurial, innovation, and sustainability (EIS) drivers in contemporary business

## 2 Assessment 2: Managerial Perspectives Essay: Natural Evolution Foods

### Assessment Type

Written Assessment

### Task Description

This **1500-word academic essay** requires you to use peer-reviewed academic literature to critically consider the impact of Entrepreneurial, Innovation, and Sustainability (EIS) thinking in business decisions and the management skills that has motivated the owners of [Natural Evolution Foods](https://www.naturalevolutionfoods.com.au/) on the Atherton Tableland in Far North Queensland.

Pertinent information may be sourced from <https://www.naturalevolutionfoods.com.au/>

Your essay must provide an informed argument and develop compelling conclusions on the two stated assessment criteria:

1. Critically assess the consequential impacts of entrepreneurial, innovation, and sustainability (EIS) drivers on business strategy and structure, people, organisational design, and business operations; and
2. Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities.

### Before you start writing:

- Do background research on [Natural Evolution Foods](https://www.naturalevolutionfoods.com.au/)
- Mind-map principle themes and keywords from your review of at least 6 peer-reviewed academic journals (from the CQU Library)
- Your essay will be marked against a RUBRIC. To understand the standard required before you submit, click on the assignment to see the rubric description for each criterion.
- Review material covered in Weeks 1 to 5 inclusive.
- The eReading List accessed on Moodle provides a briefing on what critical thinking is (Week 1) and the student Guide which elaborates how to write an academic essay.
- Read the example essay that has been uploaded as a resource in Moodle.
- Actively engage with the resources offered by Academic Learning Centre (ALC) available in the ALC companion Moodle site associated with MGMT11109, including workshop sessions. Pay particular attention to the ALC advice on how to write an essay, how to write TEEL structured paragraphs, and how to accurately format references using APA 7e.

For convenience, the unit learning outcomes referred to above follow here:

- Critically assess the consequential impacts of EIS on business strategy and structure, people, organisational design, and business operations
- Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities

**Assignment re-attempt.** This assessment allows for a resubmitted attempt in certain circumstances. If you have achieved between 40–49% of the total marks for this assessment item, you may request the Unit Coordinator to allow you to make a resubmission. You must make this request in writing via email within three calendar days of receiving your marks and feedback for this assessment.

If the Unit Coordinator approves a resubmission attempt, the decision will be conveyed to you in writing via email to your student email address. The notice will include instructions for you on:

•What has to be done by you

•When and how you must resubmit (no later than seven calendar days after the decision approving your resubmission has been emailed to you).

Your resubmission will result in no more than 50% of the allowed marks for this assessment item being awarded in total. That is, if you are allowed a resubmission, you can achieve no more than 50% for this assessment item, regardless of how well you perform in your resubmission.

No extensions will be allowed for your resubmission.

### Assessment Due Date

Week 7 Friday (30 Aug 2024) 12:00 pm AEST

Please submit through Turnitin in Moodle

### Return Date to Students

Week 9 Friday (13 Sept 2024)

Your result and comprehensive feedback will be available through Moodle's Feedback Studio by clicking on the 'blue pencil'

## Weighting

40%

## Assessment Criteria

Your essay will be marked against the rubric which will be available on the Moodle page. In summary, the assessment criteria follow:

1. Through critical analysis, discuss how entrepreneurial, innovative and sustainability (EIS) thinking might have contributed to the development of Natural Evolution Foods' Mt Uncle's Banana Flour **(15%)**
2. Using peer-reviewed academic literature, critically evaluate the management skills in EIS that are likely to have contributed to Natural Evolution Foods' initiative **(15%)**
3. Adherence to academic essay structure, 1500-word limit, and quality of written expression, TEEL\* paragraph structure, grammar, punctuation, with spelling using Australian English **(5%)**
4. Insights from **at least six (6) peer-reviewed papers** from academic journals. Adherence to CQUniversity APA (7th Edition) reference style **(5%)**

**NOTE:** In alignment with the CQUniversity Assessment Policy and Procedure, a **late submission penalty** of five (5) percent of the total available marks for the assessment must be deducted for each full or part calendar day the assessment task is overdue. **Adhere to word-length:** Assignment submissions in excess or below the specified word limit (+/-10%) will be penalised at 1% per 100-words over the limit.

\* TEEL paragraph structure is detailed in the ALC recorded workshop. Failure to utilise this approach will detract from achieving a good score for criteria #3

## Referencing Style

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

## Submission

Online

## Submission Instructions

Submit the essay through Moodle (Turnitin)

## Learning Outcomes Assessed

- Describe the scope, scale, and contributions of contemporary business
- Critically assess the dynamic influence of entrepreneurial, innovation, and sustainability (EIS) drivers in contemporary business
- Critically assess the consequential impacts of EIS on business strategy and structure, people, organisational design, and business operations
- Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities
- Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy.

## 3 Assessment 3: Business Report: Priestley's Gourmet Delights

### Assessment Type

Reflective Practice Assignment

### Task Description

#### LEARNING OUTCOMES ASSESSED:

- Critically evaluate the management skill requirements for successfully leveraging emerging EIS (entrepreneurship, innovation, and sustainability) opportunities
- Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy

### TASK:

In a 1500-word business report, critically evaluate how **Priestley's Gourmet Foods** might evaluate strategic EIS and circular economy opportunities as it pursue its business mission.

To support your analysis, your critical reflection should use research from at least six (6) papers from peer-reviewed academic journals. Your submission must follow business report format, express an informed argument, and draw compelling conclusions.

### SCAFFOLDING:

Before you start this assignment:

- Explore the company's website: [Priestley's Gourmet Foods](#)

- Review material covered in lectures about strategy (Week 6), organisational structure (Week 7), people (Week 8), organisational performance (Week 9), leadership (Week 10), and the role of individuals and teams (Week 11)
- Review material provided in the text and the eReading list
- Mind-map principle themes and keywords from your review of at least 6 peer-reviewed academic journals (from the CQU Library)
- View the recorded ALC workshop on how to structure and write a business report
- View the ALC workshop on how to write TEEL structured paragraphs and how to format references using CQU APA 7e
- Moodle site provides example business reports

### Assessment Due Date

Week 12 Friday (4 Oct 2024) 12:00 pm AEST

Please submit through Turnitin in Moodle

### Return Date to Students

Results and feedback will be available in Feedback Studio after Certification of Grades (Friday 1 November)

### Weighting

50%

### Assessment Criteria

CRITERIA:

Your **business report** must answer the following criteria:

1. Identify and critically discuss emerging **EIS and circular economy** opportunities for Priestley's Gourmet Foods (10%)
2. Discuss the **management skills** required by Priestley's Gourmet Foods to leverage these opportunities effectively (10%)
3. Analyse how the **influence of leadership** may shape Priestley's Gourmet Foods ethical and socially responsible initiatives for a circular economy (10%)
4. Adhere to **business report format**, limit of 1500-words, and evidences quality of written expression, TEEL\* paragraph structure, grammar, punctuation, and spelling using Australian English (5%)
5. Use at least six (6) peer-reviewed papers from academic journals. Accurately apply CQUniversity APA (7th Edition) referencing style for in-text citations and in the reference list (5%)

### NOTES:

- Your business report will be marked against a RUBRIC. To understand the standard required before you submit, click on the assignment to see the rubric description for each criteria
- View the ALC workshop to understand how to structure and write a business report
- View the ALC workshop on how to write TEEL structured paragraphs. Failure to use this approach will detract from achieving a good score for criteria #4
- A late submission penalty of five (5) percent of the total available marks for the assessment will be deducted for each full or part calendar day the assessment is overdue (unless an assignment extension has been approved)
- Excess word penalty of one (1) percent per 100-words over the limit will be applied in excess of the specified word limit (+/-10%). For this assignment, the penalty will apply if the essay exceeds 1650-words
- Your result and comprehensive feedback on this final assignment will be available after Certification of Grades ; accessed through Moodle's Feedback Studio by clicking on the 'blue pencil' icon

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Critically assess the the consequential impacts of EIS on business strategy and structure, people, organisational design, and business operations
- Critically evaluate the management skill requirements for successfully leveraging emerging EIS opportunities
- Critically evaluate the influence of leadership in shaping ethical and socially responsible initiatives for a circular economy.

## 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