

MGMT11109 *Introduction to Business*

Term 3 - 2025

Profile information current as at 15/03/2026 11:47 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 explores the dynamic factors shaping the success and direction of contemporary businesses, with an emphasis on understanding and managing modern organisations. You will examine relevant theories and conceptual frameworks to analyse how business environments affect operations and decision-making. The unit emphasises the role of core management functions, including planning, organising, leading, and controlling, in improving organisational performance, while also highlighting the importance of driving entrepreneurship, fostering innovation, and achieving sustainability.

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 3 - 2025

- 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 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. Presentation

Weighting: 40%

2. Reflective Practice Assignment

Weighting: 60%

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

The lecturer is supportive and delivers clear content.

Recommendation

Continue maintaining a supportive teaching approach and delivering clear, well-structured content, while exploring additional ways to enhance engagement.

Feedback from SUTE

Feedback

The video presentation submission process (Assignment 1) and locating the lecturer's feedback were seen as complex.

Recommendation

Provide clear, step-by-step instructions for submitting the video to Echo360 and linking it in CQUniversity Moodle, supported by a short screencast video guide.

Unit Learning Outcomes

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

1. Explain relevant theories and conceptual frameworks in contemporary business.
 2. Apply relevant frameworks to determine the impact of key factors in business environments on operations and decision-making.
 3. Discuss the impact of entrepreneurship, innovation, and sustainability on business strategies, organisational structures, and design.
 4. Apply essential management skills in planning, organising, leading, and controlling, and their contribution to enhancing organisational performance.
 5. Discuss the role of leadership in driving entrepreneurship, fostering innovation, and achieving sustainability.
- Not applicable

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 - Presentation - 40%	•	•	•		
2 - Reflective Practice Assignment - 60%	•	•	•	•	•

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

MGMT11109

Prescribed

Exploring management, 1st Asia-Pacific edition

1st Asia-Pacific edition (2023)

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

John Wiley & Sons Australia

ISBN: 9781119874959

IT Resources

You will need access to the following IT resources:

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

Maria Mullin Unit Coordinator

m.mullin@cqu.edu.au

Schedule

Week 1 - 10 Nov 2025

Module/Topic	Chapter	Events and Submissions/Topic
Welcome Message and Introduction Video		Unit Overview: Introduction to Unit Structure and Moodle Navigation

Week 2 - 17 Nov 2025

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Contemporary Business	Chapter 1 & 2, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	Learning Objectives 1. Explain what a manager does and the skills they need to do their job well. 2. Understand ideas from classical, behavioural, and modern management approaches and how they help us manage today. 3. Explore the importance of entrepreneurship, innovation, and sustainability in today's businesses.

Week 3 - 24 Nov 2025

Module/Topic	Chapter	Events and Submissions/Topic
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Business Ethics and Sustainability	Chapter 3, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	Assessment 1 Brief Learning Objectives 1. Discuss business ethics and identify common ethical issues in the workplace. 2. Describe methods for maintaining high standards of ethical conduct. 3. Interpret the concept of corporate social responsibility and its relevance to business. 4. Explain the challenges associated with prioritising sustainability in business operations.
Week 4 - 01 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Context of Contemporary Business	Chapter 4, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia ISBN: 9781119874935 Additional reading materials are available through the Moodle e-reading list.	Learning Objectives 1. Explain the factors that constitute the external environment. 2. Understand how changes in the external environment influence organisations. 3. Describe how the context of management is shaped by globalisation. 4. Explain the internal environment and organisational culture.
Week 5 - 08 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Entrepreneurship	Chapter 1 & Chapter 2, Bruce Barringer, & R. Ireland. (2018) Entrepreneurship: Successfully Launching New Ventures, edition Global Edition. Pearson. ISBN: 9781292255330 Additional reading materials are available through the Moodle e-reading list.	Learning Objectives 1. Understand corporate entrepreneurship, entrepreneurial firms, and the entrepreneurial process. 2. Recognise why people become entrepreneurs and the key traits of successful entrepreneurs. 3. Discuss how entrepreneurs benefit economies, societies, and businesses. 4. Gain insights into business model frameworks used to evaluate, develop and launch new business concepts.
Week 6 - 15 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Innovation and Change	Chapter 9, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	Assessment 1 Due Assessment 2 Brief Learning Objectives 1. Explain how the evolving and dynamic business environment is reshaping the definition of organisations. 2. Analyse the role of organisations in fostering and achieving innovation. 3. Illustrate how managers effectively lead and support organisational change. Assessment 1: Business Environment Analysis Presentation Due: Week 6 Monday (15 Dec 2025) 11:45 pm AEST
Vacation Week - 22 Dec 2025		
Module/Topic	Chapter	Events and Submissions/Topic
No lectures scheduled this week		
Vacation Week - 29 Dec 2025		

Module/Topic	Chapter	Events and Submissions/Topic
No lectures scheduled this week		
Week 7 - 05 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Strategic Management	Chapter 6 & Chapter 7, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	<p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Explain the importance of the planning process and why managers use it in organisational contexts. 2. Identify different types of plans and their applications in achieving organisational goals. 3. Describe key planning tools, techniques, and their role in supporting effective decision-making. 4. Apply the strategic management process using tools such as SWOT analysis, Porter's Five Forces, and Porter's Generic Strategies to evaluate and guide organisational strategy.
Week 8 - 12 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Organisational Structure	Chapter 8, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	<p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Explain organising as a key managerial responsibility and its role in achieving organisational goals. 2. Identify and compare common types of organisational structures and their applications. 3. Analyse current trends and innovations in organisational design.
Week 9 - 19 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Managing Organisational Performance	Chapter 11, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	<p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Explain the purpose and importance of the control process in managerial decision-making. 2. Identify and differentiate between the various types of controls managers use. 3. Describe effective tools and techniques for implementing control measures.
Week 10 - 26 Jan 2026		
Module/Topic	Chapter	Events and Submissions/Topic
Leadership	Chapter 12, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	<p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Describe the fundamental principles of effective leadership and their impact on organisational success. 2. Summarise key insights from contingency leadership theories and their application in various contexts. 3. Analyse current trends and emerging issues in leadership development.
Week 11 - 02 Feb 2026		
Module/Topic	Chapter	Events and Submissions/Topic

Teams and Teamwork	Chapter 15, John R. Schermerhorn, Peter Woods, Fatima Junaid, Tui McKeown, Jess Co. (2023). Exploring Management, 1st Asia-Pacific Edition, John Wiley & Sons Australia, ISBN: 9781119874935. Additional reading materials are available through the Moodle e-reading list.	Learning Objectives 1. Discuss the significance of teams and teamwork in achieving organisational success. 2. Describe the stages of team development and their impact on team dynamics. 3. Identify key factors and strategies that contribute to successful teamwork. 4. Explain how managers lead and support high-performance teams effectively.
Week 12 - 09 Feb 2026	Chapter	Events and Submissions/Topic
Module/Topic		Assessment 2 Due
No lectures scheduled this week		Assignment 2: Reflective Summary Due: Week 12 Friday (13 Feb 2026) 11:45 pm AEST
Exam Week - 16 Feb 2026	Chapter	Events and Submissions/Topic
Module/Topic		

Assessment Tasks

1 Assessment 1: Business Environment Analysis Presentation

Assessment Type
Presentation

Task Description
Assessment Overview

In this assignment, you will analyse the business environment of a selected company within the Australian context. The lecturer will provide a specific company for the study. Students are required to explore environmental conditions, predict emerging trends, and propose entrepreneurial, innovative, and sustainable solutions to drive the company's success. This assessment will culminate in an 10-minute (+/- 1 minute) pre-recorded presentation, uploaded to Moodle. Follow the assessment task instructions and guidance provided on the unit website in Moodle.

ULOs: 1, 2, and 3

1. Explain relevant theories and conceptual frameworks in contemporary business.
2. Apply relevant frameworks to determine the impact of key factors in business environments on operations and decision-making.
3. Discuss the impact of entrepreneurship, innovation, and sustainability on business strategies, organisational structures, and design.

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 2. Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. AIAS Level 2 (AI Planning) states: AI may be used for pre-task activities such as brainstorming, outlining, and initial research. This level focuses on the effective use of AI for planning, synthesis, and ideation, but assessments should emphasise the ability to develop and refine these ideas independently. You may use AI for planning, idea development, and research. However, your final submission should show how you have developed and refined these ideas.

Assessment Due Date
Week 6 Monday (15 Dec 2025) 11:45 pm AEST

A 5% penalty will be applied for each 24-hour period a submission is late.

Return Date to Students
Week 8 Monday (12 Jan 2026)

Weighting
40%

Assessment Criteria

Presentation Content and Analysis (24 marks)

- Application of business environment analysis frameworks to evaluate the company (8 marks).
- Depth of analysis of environmental factors and their implications for the company (6 marks).
- Prediction of emerging trends impacting the company or industry (4 marks).
- Identification of opportunities for entrepreneurial, innovative, and sustainable practices (6 marks).

Professional Presentation Format (16 marks)

- Clarity, structure, and organisation of the presentation (6 marks).
- Professional tone, articulation, and engagement (4 marks).
- Effective use of digital tools, visuals, graphs, and supporting materials to enhance understanding (4 marks).
- Adherence to the time limit (2 marks).

Referencing Style

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

Submission

Online

Submission Instructions

Submit your assignment through Moodle.

Learning Outcomes Assessed

- Explain relevant theories and conceptual frameworks in contemporary business.
- Apply relevant frameworks to determine the impact of key factors in business environments on operations and decision-making.
- Discuss the impact of entrepreneurship, innovation, and sustainability on business strategies, organisational structures, and design.

2 Assignment 2: Reflective Summary

Assessment Type

Reflective Practice Assignment

Task Description

Assignment Overview

This individual assignment is worth 60 marks and requires you to critically reflect on your learning throughout the unit MGMT11109 Introduction to Business. The aim is to integrate the knowledge gained in the unit with your personal experiences and your understanding of business management concepts. The word count for this assignment is 2,000 words (+/- 10%). You must attain at least 30 out of the available 60 marks in Assessment 2 to pass the unit.

Follow the assessment task instructions and guidance provided on the unit website in Moodle.

UOs: 1, 2, 3, 4, and 5

1. Explain relevant theories and conceptual frameworks in contemporary business.
2. Apply relevant frameworks to determine the impact of key factors in business environments on operations and decision-making.
3. Discuss the impact of entrepreneurship, innovation, and sustainability on business strategies, organisational structures, and design.
4. Apply essential management skills in planning, organising, leading, and controlling, and their contribution to enhancing organisational performance.
5. Discuss the role of leadership in driving entrepreneurship, fostering innovation, and achieving sustainability.

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 2. Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. AIAS Level 2 (AI Planning) states: AI may be used for pre-task activities such as brainstorming, outlining, and initial research. This level focuses on the effective use of AI for planning, synthesis, and ideation, but assessments should emphasise the ability to develop and refine these ideas independently. You may use AI for planning, idea development, and research. However, your final submission should show how you have developed and refined these ideas.

Assessment Due Date

Week 12 Friday (13 Feb 2026) 11:45 pm AEST

A 5% penalty will be applied for each 24-hour period a submission is late.

Return Date to Students

Grades will be released after the certification of grades date

Weighting

60%

Minimum mark or grade

30 Marks

Assessment Criteria

Your reflective summary will be assessed based on the following criteria:

- Demonstration of critical and in-depth understanding of both personal experiences (business management-related) and unit content (12 marks).
- Insightful reflection and analysis on key topics introduced in the unit, showcasing thoughtful engagement (16 marks).
- Strong and relevant connections, using personal examples or observations to illustrate the relationship between unit knowledge and real-life experiences (16 marks).
- Logical flow and cohesive narrative, ensuring ideas are presented in a clear, sequential manner without abrupt jumps or inconsistencies (8 marks).
- Clear structure and adherence to assignment instructions, including appropriate headings, formatting, organisation, and word count (8 marks).

Referencing Style

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

Submission

Online

Submission Instructions

Submit your assignment through Moodle.

Learning Outcomes Assessed

- Explain relevant theories and conceptual frameworks in contemporary business.
- Apply relevant frameworks to determine the impact of key factors in business environments on operations and decision-making.
- Discuss the impact of entrepreneurship, innovation, and sustainability on business strategies, organisational structures, and design.
- Apply essential management skills in planning, organising, leading, and controlling, and their contribution to enhancing organisational performance.
- Discuss the role of leadership in driving entrepreneurship, fostering innovation, and achieving sustainability.

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