



Course Outline (Higher Education)

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|-------------------------|----------------------------|
| School: | Federation Business School |
| Course Title: | CONTEMPORARY BUSINESS |
| Course ID: | BUMGT1502 |
| Credit Points: | 15.00 |
| Prerequisite(s): | Nil |
| Co-requisite(s): | Nil |
| Exclusion(s): | Nil |
| ASCED: | 080301 |

Description of the Course:

This course delivers an accessible and comprehensive introduction to the nature, management, and organisation of business in contemporary society. The course will consider the array of societal and environmental factors now disrupting the ways business is being done and the new terrain managers must learn to navigate if they are to survive and thrive. Using a blend of text, audio video and interactive online activities, you will develop vital skills for study and for work in business, public or voluntary sector organisations.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

| Level of course in Program | AQF Level of Program | | | | | |
|----------------------------|----------------------|---|---|---|---|----|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| Introductory | | | ✓ | | | |
| Intermediate | | | | | | |
| Advanced | | | | | | |

Learning Outcomes:

Knowledge:

- K1.** Demonstrate an understanding of the forces that shape the business and economic structure in contemporary society.
- K2.** Synthesise knowledge from alternative perspectives and generate critical thinking and problem-solving solutions.
- K3.** Acquire knowledge and understanding of an emerging/contemporary business issue through examination of theory and practice.

Skills:

- S1.** Develop argumentation skills within current debates within a contemporary society, such as corporate social responsibility.
- S2.** Integrate discipline-specific knowledge and skills and apply subject knowledge critically, analytically and creatively to different bodies of knowledge or practice.
- S3.** Cultivate professional written and interpersonal competencies, including critical reflection on personal, social and practical issues in a team environment.

Application of knowledge and skills:

- A1.** Identify and evaluate the applicability of an emerging/contemporary business issue to a variety of contemporary business contexts.
- A2.** Apply problem-solving skills by addressing relevant managerial problems.

Course Content:

| Week | Topic |
|------|--|
| 1 | What is business and how is it changing? |
| 2 | Managing with uncertainty |
| 3 | Globalisation |
| 4 | Competition and customer loyalty |
| 5 | Government policy and regulation |
| 6 | The big challenges for human society |
| 7 | Technological change and the digital economy |
| 8 | Diversity and society |
| 9 | Complexity |
| 10 | Information management |
| 11 | Managing uncertainty and problem solving |
| 12 | What is the future of business? |

Values:

- V1.** Appreciate the need for businesses to be continually adapting to be contemporary and relevant.
- V2.** Reflect on the need to be a lifelong and life- wide learner.
- V3.** Appreciate how to conduct themselves in a business environment in an ethical and socially responsible manner.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

| Graduate attribute and descriptor | | Development and acquisition of GAs in the course | |
|-----------------------------------|--|--|-----------------------|
| | | Learning Outcomes (KSA) | Assessment task (AT#) |
| GA 1 Thinkers | Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions. | K2, K3, A1 | AT1, AT2, AT3 |
| GA 2 Innovators | Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change. | K2, K3, S1, S2, A1 | AT2, AT3 |
| GA 3 Citizens | Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately. | K1, K2, S1, S2, S3, A1, A2 | AT1, AT2, AT3 |
| GA 4 Communicators | Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand. | K3, S1, S3, A1, A2 | AT2, AT3 |
| GA 5 Leaders | Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices. | K1, K3, S3, A2 | AT1, AT3 |

Learning Task and Assessment:

| Learning Outcomes Assessed | Learning Tasks | Assessment Type | Weighting |
|----------------------------|--|-----------------|-----------|
| K1, K2, K3, S2, S3, A1 | Folio | Assignment | 20-30% |
| K2, K3, S1, S2, S3, A1, A2 | Research task on a contemporary business | Assignment | 40-50% |
| K1, K2, K3, S1, S2, S3, A1 | Presentation on research task | Presentation | 20-30% |

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)