



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	PRINCIPLES OF RESPONSIBLE BUSINESS
Course ID:	BUGEN2630
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	(BUGEN3711)
ASCED:	080399

Description of the Course:

This course aims to enable students to develop an understanding of ethical, socially responsible and sustainable business practices. The role of business is explored and the relationship between business, society and the environment considered.

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

Work Experience:

No work experience: Student is not undertaking work experience in industry.

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	<input type="checkbox"/>					
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>					

Learning Outcomes:**Knowledge:**

- K1.** Recognise the interdependence of people, planet and profits and the challenges this poses to business
- K2.** Explain key concepts of sustainability
- K3.** Distinguish between different worldviews and ethical decision making styles
- K4.** Identify ethical dilemmas faced by individuals in the context of business decision making
- K5.** Contrast different perspectives on business social responsibility

Skills:

- S1.** Identify business practices that integrate social and environmental commitment with economic performance
- S2.** Engage with systems thinking and complexity
- S3.** Engage in self-reflection, exploration and transformation
- S4.** Develop independent research, oral and written expression skills
- S5.** Develop active listening skills and recognise alternative views
- S6.** Develop critical thinking skills including a critical awareness of bias

Application of knowledge and skills:

- A1.** Use critical thinking, written and oral communication skills to evaluate challenges and propose solutions
- A2.** Confidently construct and deliver responses to conflict in a business environment
- A3.** Work co-operatively, demonstrating intercultural awareness and understanding
- A4.** Integrate social, environmental and economic perspectives into business practice

Course Content:

Topics may include:

- Engaging with the terms ethics, sustainability, social responsibility - what do we mean?
- Concepts of systems thinking inter-relatedness of environmental, economic and social systems
- Ethics - identifying ethical dilemmas and models for ethical decision making.
- Personal values identifying, developing and practicing personal values in business contexts
- The role of business in the 21st century - business structures, models and environments
- Integrity within supply chains - sustainable procurement, fair trade, labour standards
- Creating value through corporate and business social responsibility reputation, economic benefits, measuring success beyond profits, the triple bottom line

- Sustainability as a business imperative?

Values:

- V1.** Further develop personal ethical standards
- V2.** Appreciate the interdependence of environment, society and economy
- V3.** Appreciate the effect of individuals decisions and actions on others
- V4.** Value reflective, adaptive and collaborative learning
- V5.** Value creative and integrative thinking
- V6.** Appreciate the importance and influence of business in creating positive change

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, S2, S3, S6	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.	S1, A1	AT1, 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, K4, A4	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.	S4, S5, A3	AT1, 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.	K3, K5, A2	AT1, AT2, AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K5, S2, S3, S4, S6, A1, A4	Recount how learning evolves during the course.	Reflective writing/essay/written report	20 - 30%

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K3, K4, S1, S3, S5, A1, A2, A3	Group task with individual contribution required	Individual verbal and or written contribution to group written script and or report with presentation and or role play	20 - 30%
K1, K2, K3, K4, K5, S2, S4, S6, A1, A3	Reviewing, demonstrating knowledge of key concepts, analysis	Exam	50 - 60%

Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)