



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	INDUSTRY EXPERIENCE PROJECT
Course ID:	BUGEN3700
Credit Points:	15.00
Prerequisite(s):	(At least 60 credit points from ANY subject-area at any level)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	089999

Description of the Course:

This course presents students with real-life business projects provided by actual employers, thereby allowing students to apply their university learning to an actual business scenario, providing students with experience in tailoring their academic-based learning to the needs of an industry-based partner, and networking with potential employers. This will prepare students for work or professional practice by integrating theoretical knowledge with practice. Being exposed to a work related problem or case study; students will conduct a situational and industry analysis and develop a strategy and recommendations to address the problem.

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

Work Experience:

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

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

Learning Outcomes:**Knowledge:**

- K1.** Evaluate the results of specific research projects in the areas of management, marketing or any area of business.
- K2.** Evaluate personal learning and personal development in a complex business environment.
- K3.** Analyse how the external environment and competitive forces shape strategic responses and develop a knowledge of systematic interaction in organisations.
- K4.** Appraise the practical application of business policy models with the view to gaining further knowledge in the areas of strategy and organisation.
- K5.** Analyse and apply research skills and provide innovative solutions to complex business problems.

Skills:

- S1.** Develop a deeper understanding of the difference between theory and practice.
- S2.** Develop the ability to think logically, strategically and look beyond the obvious and develop a multifunctional and multidisciplinary perspective.
- S3.** Present findings of practical solutions to organisational management teams by combining business models and organisational dynamics.
- S4.** Reflect on and evaluate the learning experience.

Application of knowledge and skills:

- A1.** Apply conceptual and theoretical knowledge to practical work situations.
- A2.** Communicate effectively and perceptively in a business environment.
- A3.** Apply theory and ethical values to practice in a supervised environment.

Course Content:

Topics may include:

- Developing effective teams, interview and employability skills
- Industry overview and analysis
- Professional conduct, confidentiality, employer meetings discussing the project
- Identifying the problem, project clarification
- Situational Analysis
- Project management issues
- Linking case study, project, problem brief to theoretical knowledge
- Employer feedback, draft report plan

- Effective Presentation Skills communication and use of technology. Presentation with Impact
- Project implementation considerations. Making recommendations
- Project - Problem solving. Written Report and future considerations, review and planning
- Reflection, Professional resume Satisfactory career strategic plan

Values:

- V1.** Appreciate the role of integration and synergy in organisations
- V2.** Appreciate the potential for organisations to innovate and change
- V3.** Foster entrepreneurship and risk taking
- V4.** Appreciate complementary contribution of theory and practice
- V5.** Foster an appreciation for continual learning and personal and professional development

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.	K1, K2, K3, K4, K5, S1, S2, S3, A1	AT1, AT2
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.	K5, S2, S3, A1, A3	AT1, AT2
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.	K3, S2, A2, A3	AT1, AT2
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.	S3, S4, A2	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.	A1, A2, A3	AT1

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, K4, K5 S1, S2, S3, S4 A1, A2, A3	Industry placement presentation	Presentation	20-40%
K1, K2, K3, K4, K5 S1, S2, S3, S4 A1, A2, A3	Industry project written report	Report	50-60%
K1, K2, K3, K4, K5 S1, S2, S3, S4 A1, A2, A3	Bi-weekly journal entries on work placement linking to activities undertaken	Journal Entry	10-20%

Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)