INTRODUCTION TO BUSINESS AND MANAGEMENT

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS120 Introduction to Business and Management

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Dr Rod St Hill

Teaching Staff: Dr Rod St Hill

Co / Prerequisite Units: Nil

Core / Elective:
- Diploma of Business: Core
- Associate Degree in Business: Core
- Bachelor of Business: Core

Rationale:
This unit introduces students to the study of Business. As the first unit in the Business Studies strand, it introduces the aims, goals, values, nature, dimensions and contexts of business activity.

An understanding of sound management principles is essential for the efficient and effective functioning of business organizations; thus the unit also introduces the study of Management. Within the framework of the contexts of business, the unit develops the key management concepts of planning and decision-making, leading, organizing and controlling. Ethical and social responsibilities are also critically examined.

The unit contributes to the aim of the undergraduate Business courses, of equipping people to fulfill their Christian vocation in business, by providing an understanding of the business enterprise and of the principles of organizational management, and integrating these understandings with Christian values and beliefs and with sound principles of business and management. The unit also provides a foundation for advanced management studies later in the Associate Degree in Business and Bachelor of Business courses.

Text Requirements:
- Internal mode: Nil

A Book of Readings will be supplied to all students.

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Discuss the nature and goals of business activity.
2. Reflect upon economic, legal, political and technological contexts of business.
3. Discuss fundamental concepts of management: planning, and decision-making, organizing, leading and controlling.
4. Demonstrate skills and knowledge in applying these concepts and practices to the management of organizations.
5. Articulate a Christian perspective on ethical issues in business and management.

Content:

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<th>Week</th>
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| 1    | Business – aims and goals, values, nature and diversity  
Introduction to management theory |
| 2    | Organisational culture and environment; Managing in a global environment |
| 3    | Social responsibility and ethics |
| 4    | Decision-making |
| 5    | Planning foundations, tools and techniques |
| 6    | Organisational structure and design; Strategic Management |
| 7    | Human Resource Management |
| 8    | Foundations of behaviour |
| 9    | Understanding groups and teams          |
| 10   | Motivation                             |
| 11   | Leadership                             |
| 12   | Foundations of Control                 |
| 13   | Current issues in business and management (Guest Lecturer) |
| 14   | Oral Presentations                     |

### Assessment

**Assessment Task #1 – Final Examination** (Relates to Outcomes 1-5)

This *closed-book* exam will consist of multiple choice, short answer and case study questions. It will draw upon material covered throughout the unit.

- **Weighting:** 40%
- **Length:** 3 hours
- **Due Date:** Week 16 (Examination Week)

**Assessment Task #2 – Oral Presentation** (Relates to Outcome 4)

The topics and assessment criteria for this task will be provided in Week 9 to allow time for research for and preparation of the presentation.

- **Weighting:** 15%
- **Length:** 10 minutes
- **Due Date:** Week 13

**Please note:**
1. External students are to submit a DVD or a Video of their oral presentation.
2. Both Internal and External students are to submit a PowerPoint presentation.

**Assessment Task #3 – In-depth Personal Case Study** (Relates to Outcomes 1-5)

Students are to consider a supervisory/managerial role in which they are currently engaged or with which they are familiar. Based on this role, students will answer weekly case study questions relating to areas of content covered in class.

- **Weighting:** 45%
- **Length:** As advised
- **Due Date:** Week 7 (Exercises 1-6) Week 14 (Exercises 7-13)

### Academic & General Resource Requirements


### Journals

- *Australian Journal of Management* [ISSN 0312-8962]
- *Journal of Management Studies* [ISSN 0022-2380]
- *Management International Review* [ISSN 0938-8249]
- *Management Today* [ISSN 1039-4729]
- *Charter* [ISSN 1035-0478]
- *Company Director* [ISSN 0816-5521]
- *Harvard Business Review* [ISSN 0017-8012]

### Unit Summary

This unit introduces the aims, nature and contexts of business activity. It also introduces basic concepts and principles of management, and their applications to the management of organisations. It addresses issues of management ethics and responsibilities, and seeks to equip students to begin thinking about business and management from a Christian perspective.