

Course Outline 2017
BUS101: BUSINESS AND ENTERPRISE I (15 POINTS)
Semester 1 (1173)

Course Prescription

Businesses compete for ideas, customers, employees and capital. Entrepreneurs and managers make choices about how to create and capture value through innovation, differentiation of products and services, and how they utilise resources and organise activities. Explores frameworks for understanding how these choices are shaped by markets, technologies, government and society. Develops entrepreneurial thinking, management skills and professional capabilities needed in business.

Programme and Course Advice

Restriction: MGMT 101, BUSINESS 191

Goals of the Course

Business 101 is about understanding business. This course develops preparatory academic and professional skills as it examines what a business is and what the influence of external and internal factors are on that business.

The goal of this course is to examine what a business is and what the influence of external and internal factors are on that business.

Learning Outcomes

By the end of this course it is expected that students will be able to:

- I. Describe what a business is and identify and describe the influence of internal and external factors on a business.
- II. Apply this understanding to make reasoned decisions and solve business problems both individually and in team settings.
- III. Demonstrate skills in academic and information literacy.
- IV. Describe how to work effectively as a team member.
- V. Make informed change-management decisions, drawing on a variety of factors, and argue the case for those decisions.

Content Outline

BUSINESS 101 contains a series of three interlocking modules:

1. What is the purpose of a business?
2. How do external factors influence a business?
3. How do internal factors influence a business?

Learning and Teaching

The BUSINESS 101 approach to learning is designed on the principles of both *flipped classroom* and *team learning*. This approach emphasises both individual and team capabilities. The course also has an online component, called *Workshop Preparation*, that guides students, each week, to complete tasks in preparation for their weekly workshop. Each week you will attend a *Weekly Workshop* that lasts for two hours. This takes place in a specially designed team learning laboratory, in classes of about 100 students. During the first week of the course, you will be formed into teams that will remain together for the duration of the semester. Each team normally comprises seven students. There is no requirement for you to meet or work as a team outside of the scheduled weekly workshop times.

Following screening, you may be invited to attend additional academic skills tutorials. These tutorials are designed to build academic and language skills and will help you to succeed in your studies. Even without an invitation to attend you are very welcome to optionally choose to attend these tutorials to enhance your academic skills.

It is expected that you will spend about 10 hours per week on this course:

- Up to three to four hours each week will be spent in online Workshop Preparation.
- Two hours will be spent in your Weekly Workshop.
- For those who are invited or chosen to attend academic skills tutorials, up to two hours will be spent each week attending your tutorial.
- The remaining time, on average about two to four hours for a typical student, will be used for individual study e.g. consolidating notes, preparing for tests etc.

Teaching Staff

Course Director: Professor Natasha Hamilton-Hart

Course Coordinator: Dr Parizad Mulla

Teaching Staff: A team of workshop facilitators is involved in BUSINESS 101. Two facilitators will be managing each stream of approximately 100 students. You will be introduced to your facilitators during your first weekly workshop. Those two facilitators will then be your first and primary contact point for course support throughout the semester. Each of your facilitators will hold office hours each week for students in your particular stream so that you can go to them with questions or concerns.

Learning Resources

Using the University's learning management system, Canvas, you can log into the course site for BUSINESS 101. You will be able to access from here all official course information and course policies, follow your week-by-week Workshop Preparation tasks and link to the Piazza online platform that we use for course communication.

The Workshop Preparation learning resources, accessible online, each week, through Cecil, will include readings, video clips, quizzes and an online weekly quiz that counts towards your final grade. There is no assigned textbook for this course.

Assessment

The weightings for the different assessments are:

Weekly assessed quiz: 10%

Take-home test: 20%

Team performance (Team Mark*): 20%

Final Examination: 50%

TOTAL: 100%

*Your team mark will be made up of 8 in-class assessed team activities worth 2% each and a team presentation worth 4%, adding to a total of 20% for your team mark.

Important note: Students must pass the final exam to be eligible to pass the course.

A more detailed explanation of the course assessment will be made available at the start of the course.

The assessments will measure your achievement of the learning outcomes as follows:

Learning Outcome	Weekly Assessed Quizzes	Mid-semester test	Team Performance	Final Exam
1	X	X		X
2	X	X	X	X
3	X	X	X	X
4			X	

INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face- to- face and/or in written form with the course convenor/lecturer and/or tutor.

STUDENT FEEDBACK

Both formative and summative feedback is sought from students in this course through staff-student consultative committee meetings and through student evaluations. This feedback is used to improve content and processes for staff and students. An example of this is the increased written component of the course that corresponds to student feedback that greater opportunities were required to improve written academic skills in preparation for stages II and III.