UNSW Course Outline

COMM1150 Global Business Environments - 2024

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General Course Information

Course Code : COMM1150
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : UNSW Business School
Delivery Mode : Multimodal
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

This course is integral to the Integrated First Year of your degree and builds on what you have already learned.

COMM1100 explored the fundamental decisions managers need to make to keep the organisation running successfully and did so from the perspective of a structured environment. However, businesses do not operate in isolation: an organisation and the decisions their managers make exist in broader, often complex and dynamic environments.

COMM1150 now introduces the interplay of organizations with their environmental contexts to achieve both commercial and societal value. It prompts students to investigate global business environments with economic, legal, political, socio-cultural, ethical and sustainability lenses to sense disruptions and opportunities. This aim includes understanding the UN's Sustainable Development Goals (SDGs), Principles of Responsible Management Education (PRME) and UNSW's commitment to both.

Course Aims

Students will become familiar with the nature and role of business in society and understand the forces that drive their strategic interactions within the global business environment. The overarching purpose of this course is to provide students with a 'big picture' understanding of business success.

Relationship to Other Courses

COMM1150 is the second compulsory course in the Business Ecosystem theme of the Bachelor of Commerce Integrated First Year and builds on Business Decision Making (COMM1100). Understanding the global business environment assists with a more profound comprehension of shared value creation (COMM1180) and organisational resource management (COMM1170).

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Explain the complexity and diversity of an organisation's global business environment.	• PLO1 : Business Knowledge • PLO3 : Business Communication
CLO2 : Evaluate how key features of the business environment are determined by individuals, organisations, and governments interacting within interrelated systems.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO3 : Identify, integrate and apply various lenses (e.g., economic, political, sociocultural, and sustainability) and their associated analytical models to the global business environment.	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice
CLO4 : Articulate the key elements of the sustainability lens and their application to the business context.	• PLO3 : Business Communication • PLO5 : Responsible Business Practice
CLO5 : Develop a comparative understanding of diverse value systems and normative goals using the analytical lenses from the course.	• PLO2 : Problem Solving • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
CLO6 : Cultivate a global mindset for analysing local processes and phenomena.	• PLO6 : Global and Cultural Competence • PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Explain the complexity and diversity of an organisation's global business environment.	• Lenses and Levels Report • Group Sustainability Presentation • Pre-learning modules
CLO2 : Evaluate how key features of the business environment are determined by individuals, organisations, and governments interacting within interrelated systems.	• Lenses and Levels Report • Group Sustainability Presentation • Pre-learning modules
CLO3 : Identify, integrate and apply various lenses (e.g., economic, political, sociocultural, and sustainability) and their associated analytical models to the global business environment.	• Lenses and Levels Report • Group Sustainability Presentation • Pre-learning modules
CLO4 : Articulate the key elements of the sustainability lens and their application to the business context.	• Lenses and Levels Report • Group Sustainability Presentation • Pre-learning modules
CLO5 : Develop a comparative understanding of diverse value systems and normative goals using the analytical lenses from the course.	• Culture Analysis Video • Lenses and Levels Report • Group Sustainability Presentation • Pre-learning modules
CLO6 : Cultivate a global mindset for analysing local processes and phenomena.	• Culture Analysis Video • Lenses and Levels Report • Group Sustainability Presentation • Pre-learning modules

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

This course takes an enquiry-based approach to the teaching strategy, where learning is student-centred with an emphasis on investigation and problem-based approaches to encourage critical thinking and a deeper understanding of course concepts. Alongside reflective practice and active peer support, the aim is to encourage and support students to take responsibility for what and how they learn. Students reach a point where they are not simply investigating questions posed by teachers but can formulate their own critiques and convert that into valuable knowledge. It is essential that students engage with each of the lenses critically so they can integrate and anchor them in complex real-world problems. In this course, teaching takes an active learning approach to knowledge building and skills development to facilitate a deeper understanding of the concepts.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Culture Analysis Video Assessment Format: Individual	15%	Start Date: Not Applicable Due Date: Week 4 Monday	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Lenses and Levels Report Assessment Format: Individual	34%	Start Date: Not Applicable Due Date: Week 9 Friday 4pm	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Group Sustainability Presentation Assessment Format: Group	35%	Start Date: Not Applicable Due Date: during Week 10 tutorial	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
Pre-learning modules Assessment Format: Individual	16%	Start Date: Week 1 Due Date: Weekly	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO6 : Global and Cultural Competence

Assessment Details

Culture Analysis Video

Assessment Overview

In our discussion of the socio-cultural lens, we introduced the concept of culture and its various dimensions and features. Culture is about what we value and how we live and do things. Culture is dynamic and cultural changes can be precipitated by many factors such as economic development, secularisation, or technological development. This assessment is designed for you to do an analysis on the impact of culture.

For full details, see the Assessment Guide on the course Moodle site.

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6

BCom students: myBCom course points for PLO6

<u>Course Learning Outcomes</u>

- CLO5 : Develop a comparative understanding of diverse value systems and normative goals using the analytical lenses from the course.
- CLO6 : Cultivate a global mindset for analysing local processes and phenomena.

<u>Assessment Length</u>

3 minutes +/- 30 seconds

<u>Submission notes</u>

Word document in Turnitin

<u>Assignment submission Turnitin type</u>

Not Applicable

Lenses and Levels Report

<u>Assessment Overview</u>

This assessment is your consulting report to your chosen client organisation. The objective is to communicate to the senior management team the opportunities and threats from **the external business environment** that the organisation will face over the next 5 years. This will form the foundation of their strategic planning for the future, which may centre on organisational growth, change or 'business as usual'.

As the business environment changes over time, it is important for firms to analyse these changes to discover what issues might affect them in the near future. To do this, you need to apply the knowledge gained in this course to analyse the external business environment through 4 different lenses. From this analysis, you will make conclusions as to the relative importance of opportunities and threats which face the firm over the next 5 years.

For full details, see the Assessment Guide on the course Moodle site.

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6

BCom students: myBCom course points for PLO3

Course Learning Outcomes

- CLO1 : Explain the complexity and diversity of an organisation's global business environment.
- CLO2 : Evaluate how key features of the business environment are determined by individuals, organisations, and governments interacting within interrelated systems.
- CLO3 : Identify, integrate and apply various lenses (e.g., economic, political, sociocultural, and sustainability) and their associated analytical models to the global business environment.
- CLO4 : Articulate the key elements of the sustainability lens and their application to the business context.
- CLO5 : Develop a comparative understanding of diverse value systems and normative goals using the analytical lenses from the course.
- CLO6 : Cultivate a global mindset for analysing local processes and phenomena.

Assessment Length

2000 words (+/- 10%)

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Group Sustainability Presentation

Assessment Overview

Sustainability is one of the biggest concerns in the Global Business Environment. The United Nations Sustainable Development Goals are an important step forward to achieving global sustainability. Your task is to create a video informing incoming first-year UNSW students about how one of these SDGs impacts on the business environment and how the SDGs are interrelated to the global business environment.

You should demonstrate your understanding of the complexity of the business environment by integrating the different lenses.

Group Sustainability Presentation (Group mark): 25%

Individual Presentation Engagement (Individual mark): 10%

For full details, see the Assessment Guide on the course Moodle site.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7

Course Learning Outcomes

- CLO1 : Explain the complexity and diversity of an organisation's global business environment.
- CLO2 : Evaluate how key features of the business environment are determined by individuals, organisations, and governments interacting within interrelated systems.

- CLO3 : Identify, integrate and apply various lenses (e.g., economic, political, sociocultural, and sustainability) and their associated analytical models to the global business environment.
- CLO4 : Articulate the key elements of the sustainability lens and their application to the business context.
- CLO5 : Develop a comparative understanding of diverse value systems and normative goals using the analytical lenses from the course.
- CLO6 : Cultivate a global mindset for analysing local processes and phenomena.

Assessment Length

10 minutes +/- 60 seconds

Pre-learning modules

Assessment Overview

Each week has a pre-learning module that prepares students for that week's lecture and tutorial learning. The pre-learning modules contain essential course concepts, relevant explanation readings and videos, and preparation work for tutorials.

For full details and marking, see the Assessment Guide on the course Moodle site.

Assesses: PLO1, PLO2, PLO6

Course Learning Outcomes

- CLO1 : Explain the complexity and diversity of an organisation's global business environment.
- CLO2 : Evaluate how key features of the business environment are determined by individuals, organisations, and governments interacting within interrelated systems.
- CLO3 : Identify, integrate and apply various lenses (e.g., economic, political, sociocultural, and sustainability) and their associated analytical models to the global business environment.
- CLO4 : Articulate the key elements of the sustainability lens and their application to the business context.
- CLO5 : Develop a comparative understanding of diverse value systems and normative goals using the analytical lenses from the course.
- CLO6 : Cultivate a global mindset for analysing local processes and phenomena.

Assessment Length

Online quizzes 25 minutes - 1 hour

Submission notes

Students must attempt weekly pre-learning modules on Moodle

Assignment submission Turnitin type

This is not a Turnitin assignment

General Assessment Information

Grading Basis

Standard

Requirements to pass course

- In order to pass this course, you must achieve a composite mark of at least 50 out of 100.
- Meet any additional requirements described in the assessment summary section.
- You are expected to attempt all assessment requirements in the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	−Introduction of Global Business Environment Complexity: Heterogeneity & Change Levels and Lenses −Introduction of United Nations Sustainable Development Goals *Both Lectures and Tutorials begin in Week 1 *Please ensure you attend the Lecture and Tutorial in which you are enrolled in *Assessment #4 weekly pre-learning module quizzes begin in Week 1
Week 2 : 19 February - 25 February	Lecture	The Sociocultural Environment • Cultural Differences • Cultural Change • Culture & Business
Week 3 : 26 February - 3 March	Lecture	The Political Environment • Government Institutions • Politics & Business • Corruption and Bribery Law
Week 4 : 4 March - 10 March	Lecture	The Legal Environment • Legal Systems • Law & Business • Rule of Law • International Law and Institutions *Assessment #1 due
Week 5 : 11 March - 17 March	Lecture	Social and Environmental Sustainability • Sustainability Issues • Sustainability Solutions
Week 6 : 18 March - 24 March	Other	FLEXIBILITY WEEK - [No Lecture] [No Tutorial]
Week 7 : 25 March - 31 March	Lecture	Economic Lens 1 • Business Cycle • Fiscal Policy • Monetary Policy *Fri 29 March is a public holiday
Week 8 : 1 April - 7 April	Lecture	Economic Environment 2 • Macroeconomic Measures (GDP) • Unemployment • Long term trends *Monday 1 April is a public holiday *A recorded lecture will be available
Week 9 : 8 April - 14 April	Lecture	Economic Environment 3 • International Trade • Exchange Rates *Assessment #2 due
Week 10 : 15 April - 21 April	Lecture	−Sustainability Recap - Social and Environmental Sustainability and the Global Business Environment −Integrating the Lenses *Assessment #3 presentation during Week 10 tutorials

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

All course materials and resources will be provided via the course Moodle site.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Stephan Tseng				Email for appointment	No	Yes
Administrator	Ha Ngo				Email for appointment	No	No
Lecturer	Hokyu Hwang					No	No
	Sarah White					No	No
	Gonzalo Castex Hernandez					No	No

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the key policies and support page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be

able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the key policies and support page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW Current Students page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to

the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW Current Students page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under "Special Consideration" on the key policies and support page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers

are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer to this page.

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.