



## UNSW Course Outline

# ZBUS3104 Business Capstone - 2024

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## General Course Information

**Course Code :** ZBUS3104

**Year :** 2024

**Term :** Semester 2

**Teaching Period :** Z2

**Is a multi-term course? :** No

**Faculty :** UNSW Canberra

**Academic Unit :** UC School of Business

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** UNSW Canberra at ADFA

**Campus :** UNSW Canberra

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This capstone course uses disciplinary concepts and analytical techniques from core courses in the Bachelor of Business to address complex 'real world' organisational problems. It provides an opportunity for students to work in a way that replicates teamwork undertaken in the workplace

within the public, private, non-profit, and international sectors. This course builds on skills of problem definition, analysis, and decision-making by showing how solutions may be identified in organisational settings and applies organisational frameworks to diagnose their strengths and weaknesses. Study in this course also considers the formulation of business strategy and its implementation in an environment of continuous change. Working with a client – on- or off-campus – who has defined the project to be undertaken provides an opportunity for students to gain broad-based experience in business, community, or government organisations.

## Course Aims

ZBUS3104 Business Capstone (WPP) is a work-integrated learning course that enables students to work directly with industry and community partners in the real-world application of their degree. Its key aims include developing students' capacity to:

- Apply frameworks to identify and problem-solve performance and leadership challenges in public, private, non-profit, and international organisations.
- Critically evaluate the use of appropriate frameworks in a workplace context.
- Evaluate the potential impacts of proposed solutions to change management and organisational strategy challenges within a workplace-based project.
- Demonstrate leadership and teamwork skills in diagnosing and recommending solutions to address organisational challenges within a workplace-based project.

## Relationship to Other Courses

ZBUS3104 Business Capstone (WPP) builds upon content delivered and skills developed in ZBUS3108 Business Strategy Implementation.

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply frameworks to identify and problem-solve performance and leadership challenges in public, private, non-profit, and international organisations.
CLO2 : Critically evaluate the use of appropriate frameworks in a workplace context.
CLO3 : Evaluate the potential impacts of proposed solutions to change management and organisational strategy challenges within a workplace-based project.
CLO4 : Demonstrate leadership and teamwork skills in diagnosing and recommending solutions to address organisational challenges within a workplace-based project.

Course Learning Outcomes	Assessment Item
CLO1 : Apply frameworks to identify and problem-solve performance and leadership challenges in public, private, non-profit, and international organisations.	<ul style="list-style-type: none"><li>• Project Briefing Plan</li><li>• Project Report</li></ul>
CLO2 : Critically evaluate the use of appropriate frameworks in a workplace context.	<ul style="list-style-type: none"><li>• Project Briefing Plan</li><li>• Project Report</li></ul>
CLO3 : Evaluate the potential impacts of proposed solutions to change management and organisational strategy challenges within a workplace-based project.	<ul style="list-style-type: none"><li>• Project Update</li><li>• Project Report</li></ul>
CLO4 : Demonstrate leadership and teamwork skills in diagnosing and recommending solutions to address organisational challenges within a workplace-based project.	<ul style="list-style-type: none"><li>• Project Update</li><li>• Project Report</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

ZBUS3104 Business Capstone (WPP) does not have lectures or tutorials. Instead, as a Work Practice Project, students regularly meet with SBUS and ADF mentors to discuss their assigned projects and provide progress updates. Students in their teams will prepare a report with recommendations that are appropriate to addressing identified organisational challenges, aligned with the requirements set by ADF staff.

### Workload

Students are expected to undertake an average of 10 hours of study per week for a 6 UOC course. This includes engagement with course readings and other activities, assessment

preparation and research, as well as contact time with the lecturer and fellow students.

## Other Professional Outcomes

### Developing Program Attributes

Students will be encouraged to develop the following School of Business program attributes by undertaking the course activities and mastering the knowledge content:

#### **1: Business knowledge**

Students will identify and apply disciplinary knowledge to organisational situations in local and/or global workplace environments.

#### **2: Problem solving**

Students will define and address workplace problems through the application of rigorous analysis and appropriate frameworks, tools, and standards to a workplace practice project.

#### **3: Business communication**

Students will prepare written documents that are clear and concise, using appropriate style and presented for the intended audience, purpose, and context. Students will also deliver presentations, speaking in a clear manner and using appropriate word selection, pace, tone, and vocal projection.

#### **4: Teamwork**

Students will interact and collaborate effectively with others to fulfill a common workplace practice project.

#### **5: Responsible business practice**

Students will identify, assess, and apply relevant ethical frameworks to a workplace practice project.

#### **6: Global and cultural competence**

Students will be aware of business systems in the wider world, recognise and respect the cultural norms, beliefs, and values of others, and apply this knowledge to interact, communicate, and work effectively on a workplace practice project.

#### **7: Leadership development**

Students will develop the capacity to take initiative, encourage forward thinking and innovation, and effectively influence others while working on a workplace practice project.

## Developing Graduate Capabilities

Successful completion of this course contributes to the acquisition of UNSW graduate capabilities. UNSW aspires to develop globally focused graduates who are **rigorous scholars**, capable of **leadership** and **professional practice** in an **international** community.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Project Briefing Plan Assessment Format: Individual Short Extension: Yes (2 days)	30%	Start Date: Not Applicable Due Date: 09/08/2024 11:59 PM Post Date: 23/08/2024 11:30 PM
Project Update Assessment Format: Individual Short Extension: Yes (2 days)	40%	Start Date: Not Applicable Due Date: Week 9: 23 September - 27 September Post Date: 11/10/2024 11:30 PM
Project Report Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Exam week Post Date: 28/11/2024 03:00 PM

## Assessment Details

### Project Briefing Plan

#### Assessment Overview

Assessment 1 asks students to submit a Project Briefing Plan detailing the purpose, timeline, literature, skills-maps and -gaps, groupwork, and accountability of their group project.

#### Course Learning Outcomes

- CLO1 : Apply frameworks to identify and problem-solve performance and leadership challenges in public, private, non-profit, and international organisations.
- CLO2 : Critically evaluate the use of appropriate frameworks in a workplace context.

#### Detailed Assessment Description

The purpose of the Project Briefing Plan is to discover how each group member understands their project, to ensure alignment in how the project is to proceed. This will be achieved by each student submitting an outline of the intended approach to their project.

Please see the course Moodle site for a detailed description of this assessment. Further information will be available in Week 1.

#### Permitted use of AI tools: SIMPLE EDITING ASSISTANCE

For this assessment task, you may use standard editing and referencing functions in word processing software - such as spelling and grammar checking and reference citation generation - in the creation of your submission. You must not use any functions that generate or paraphrase passages of text, whether based on your own work or not.

Please note that your submission will be passed through an AI-generated text detection tool. If your marker has concerns that your answer contains passages of AI-generated text you may be asked to explain your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

**Please refer to the General Assessment Information section below for information on the requirement to include a cover sheet/declaration with all assessments, disclosing whether AI tools were used.**

#### **Assessment Length**

1,000 words

#### **Submission notes**

Electronic submission via Turnitin

#### **Assignment submission Turnitin type**

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

### **Project Update**

#### **Assessment Overview**

Assessment 2 asks students to submit a report and deliver a presentation on the progress of their group project.

#### **Course Learning Outcomes**

- CLO3 : Evaluate the potential impacts of proposed solutions to change management and organisational strategy challenges within a workplace-based project.
- CLO4 : Demonstrate leadership and teamwork skills in diagnosing and recommending solutions to address organisational challenges within a workplace-based project.

#### **Detailed Assessment Description**

The purpose of the Project Update is to update project stakeholders on the progress of the project. This will be achieved through the submission of a written report and the delivery of a presentation.

Please see the course Moodle site for a detailed description of this assessment. Further information will be available in Week 1.

#### **Permitted use of AI tools: SIMPLE EDITING ASSISTANCE**

For this assessment task, you may use standard editing and referencing functions in word processing software - such as spelling and grammar checking and reference citation generation - in the creation of your submission. You must not use any functions that generate or paraphrase passages of text, whether based on your own work or not.

Please note that your submission will be passed through an AI-generated text detection tool. If your marker has concerns that your answer contains passages of AI-generated text you may be asked to explain your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

**Please refer to the General Assessment Information section below for information on the requirement to include a cover sheet/declaration with all assessments, disclosing whether AI tools were used.**

#### **Assessment Length**

1,000 word brief and 30-minute presentation.

#### **Submission notes**

Electronic submission via Turnitin & in-person presentation.

#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## **Project Report**

#### **Assessment Overview**

Assessment 3 asks students to submit a business report with recommendations that are appropriate for addressing identified organisational problems, aligned with the requirements set by the client.

#### **Course Learning Outcomes**

- CLO1 : Apply frameworks to identify and problem-solve performance and leadership challenges in public, private, non-profit, and international organisations.

- CLO2 : Critically evaluate the use of appropriate frameworks in a workplace context.
- CLO3 : Evaluate the potential impacts of proposed solutions to change management and organisational strategy challenges within a workplace-based project.
- CLO4 : Demonstrate leadership and teamwork skills in diagnosing and recommending solutions to address organisational challenges within a workplace-based project.

#### **Detailed Assessment Description**

The purpose of the Project Report is for each group to submit a business report with recommendations that are appropriate for addressing identified organisational problems, aligned with the requirements set by the client.

Please see the course Moodle site for a detailed description of this assessment. Further information will be available in Week 1.

#### **Permitted use of AI tools: SIMPLE EDITING ASSISTANCE**

For this assessment task, you may use standard editing and referencing functions in word processing software - such as spelling and grammar checking and reference citation generation - in the creation of your submission. You must not use any functions that generate or paraphrase passages of text, whether based on your own work or not.

Please note that your submission will be passed through an AI-generated text detection tool. If your marker has concerns that your answer contains passages of AI-generated text you may be asked to explain your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

**Please refer to the General Assessment Information section below for information on the requirement to include a cover sheet/declaration with all assessments, disclosing whether AI tools were used.**

#### **Assessment Length**

8,000 words

#### **Submission notes**

Electronic submission via Turnitin

#### **Assignment submission Turnitin type**

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

# General Assessment Information

## Referencing

Students are required to reference as per the APA 7th edition referencing style.

## Ethical and Responsible Use of Artificial Intelligence at UNSW

At UNSW, students must use artificial intelligence ethically and responsibly.

This includes:

- Adhering to course/assessment guidelines regarding use of AI tools;
- Acknowledging AI-generated content in your assessments, following UNSW guidance on [Referencing and acknowledging the use of artificial intelligence tools](#). In the School of Business, students are required to include a cover sheet/declaration for all assessments (see the Assessments Hub on the Course Moodle site). If you do not submit a completed cover sheet/declaration with your assessment, you will be emailed to request resubmission of your assessment with the required cover sheet/declaration (noting your assessment will not be graded until the cover sheet is included);
- Not including your own or others' personal or private information in prompts;
- Verifying and critiquing all AI generated material; and
- Avoiding using AI tools to translate your writing.

Please refer to [Ethical and Responsible Use of Artificial Intelligence at UNSW](#) for further information.

## Short Extensions (School of Business, Undergraduate)

An automatic Short Extension (without documentation) of **two calendar days** may be available for some assessment tasks in this course. Please check assessment instructions and further guidance on the course Moodle site.

You can apply by accessing the Short Extension Student Portal on the [Special Consideration login page](#).

Applications for Short Extensions MUST be submitted before the assessment due date. Late applications are not permitted. If you do not apply on time, you will have to submit a Special Consideration application with the appropriate supporting documentation, within 3 working days of the assessment due date.

Only one Short Extension can be granted for any given assessment. All subsequent extension requests must be submitted as a Special Consideration application.

For assessment tasks where a Short Extension is not available, students needing an extension (of any duration) must apply via the Special Consideration process.

### **Special Consideration**

Applications for Special Consideration should be submitted BEFORE the assessment due date.

If extenuating circumstances prevent you from submitting an application before the due date, please notify your course convenor by email and submit the application as soon as possible.

If your application is approved, the outcome may be one of the following:

- A supplementary or alternative assessment,
- An extended deadline for the assessment (note the extension granted is normally equivalent to the period of impact outlined in your supporting documentation),
- An aggregated or averaged mark derived from other comparable completed assessments.

Please note, applying for Special Consideration does not automatically mean that you will be granted additional assessment, or that you will be awarded an amended result.

More information on Short Extensions and Special Consideration: <https://www.student.unsw.edu.au/special-consideration>.

### **Late Submission of Assessment**

UNSW has a standard late submission penalty of:

- 5% per day,
- for all assessment tasks where a penalty applies,
- capped at five days (120 hours) from the assessment submission deadline. In case of approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the original or extended deadline, a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet assessment task submission and completion deadlines, and to apply for extensions as early as possible before the assessment task deadline.

### **Grading Basis**

Standard

### Requirements to pass course

Students must achieve at least 50% overall to pass the course.

Students are expected to engage actively in course learning activities and attempt all assessment requirements in the course.

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 15 July - 19 July	Activity	ZBUS3104 Business Capstone (WPP) Orientation Workshop
Week 2 : 22 July - 26 July	Other	Groups meet with mentors to discuss assigned project
Week 3 : 29 July - 2 August	Other	Groups meet with mentors to discuss assigned project
Week 4 : 5 August - 9 August	Other	Groups meet with mentors to discuss assigned project
	Assessment	Project Briefing Plan due
Week 5 : 12 August - 16 August	Other	Groups meet with mentors to discuss assigned project Compensation Day: Friday 16 August classes to be delivered on Tuesday 13 August. Tuesday 13 August lost.
Week 6 : 19 August - 23 August	Other	Groups meet with mentors to discuss assigned project
Week 7 : 9 September - 13 September	Other	Groups meet with mentors to discuss assigned project
Week 8 : 16 September - 20 September	Other	Groups meet with mentors to discuss assigned project
Week 9 : 23 September - 27 September	Assessment	Project Update due: • Written component to be submitted electronically via Turnitin • Presentation component to be delivered in-person. Date, time, and location TBC.
Week 10 : 30 September - 4 October	Other	Groups meet with mentors to discuss assigned project
Week 11 : 7 October - 11 October	Other	Groups meet with mentors to discuss assigned project No classes on Friday
Week 12 : 14 October - 18 October	Other	Groups meet with mentors to discuss assigned project
Week 13 : 21 October - 25 October	Activity	ZBUS3104 Business Capstone (WPP) Undergraduate Defence Showcase

## Attendance Requirements

In Week 13, ZBUS3104 Business Capstone (WPP) students will present their group findings to UNSW and ADF personnel at an 'Undergraduate Defence Showcase'.

Students are required to attend and participate in the Week 13 Undergraduate Defence Showcase.

The Showcase will last two (2) hours and will involve students preparing A0 research posters and presenting these posters to UNSW and ADF attendees.

## General Schedule Information

Please see the course Moodle site for more information.

# Course Resources

## Prescribed Resources

There are no compulsory textbooks for this course. All required course readings will be made available on the course Moodle site.

## Recommended Resources

Recommended readings will be made available on the course Moodle site.

## Course Evaluation and Development

ZBUS3104 Business Capstone (WPP) was piloted in S2 2021. Based upon myExperience feedback, ADF mentor feedback, and SBUS mentor critical reflection, the course has seen several changes, including: (i) revised submission dates, (ii) clarified study expectations, and (iii) clarified weekly teaching schedule. The course has also been updated to align with S1 2024 ZBUS3108 Business Strategy Implementation, which serves as the coursework base for the workplace practice project course.

**Important note:** Students are reminded that any feedback provided should be constructive and professional and that they are bound by the [UNSW Code of Conduct and Values](#).

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Dr Adrian Baz bauers		Building 27, Room 212, School of Business, UNSW Canberra	+61 2 5114 5689	By appointment	Yes	Yes
Tutor	Dr Joe Ren		Building 27, Room 204, School of Business, UNSW Canberra	+61 2 5114 5308	By appointment	No	No

## Other Useful Information

### School Contact Information

#### School of Business

Email: [Business@adfa.edu.au](mailto:Business@adfa.edu.au)