



## UNSW Course Outline

# COMM1100 Business Decision Making - 2024

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## General Course Information

**Course Code :** COMM1100

**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 :** In Person

**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 is the first course in the Integrated First Year of the Bachelor of Commerce and offers students an introduction to business decision-making. Students learn about economic, corporate responsibility and legal principles to understand what organisational actors need to consider and

what actions they might take. Fundamental economic principles inform decision-makers to ask and answer questions about how the economy works, and how these principles influence the decisions that individuals and organisations make. Core legal principles guide decision-makers to protect value for owners and other stakeholders, and to protect both managers and organisations from public and private legal actions arising from their decisions. Corporate sustainability principles direct decision-makers to meet the organisation's responsibilities to a range of stakeholders.

## Course Aims

COMM1100 gives students an understanding of the interplay of economic, legal, and corporate responsibility principles in business decisions. Students learn to identify relevant economic models and analyse how they are used in business decisions; identify legal issues that arise in commercial situations and analyse how they influence business decisions; and identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good.

## Relationship to Other Courses

COMM1100 is a prerequisite for COMM1150 Global Business Environments.

## Course Learning Outcomes

| Course Learning Outcomes  | Program learning outcomes  |
|---|--|
| CLO1 : Explain the interplay of economic, legal, and corporate responsibility principles in business decisions                                      | <ul style="list-style-type: none"><li>PLO1 : Business Knowledge</li></ul>  |
| CLO2 : Identify appropriate economic models and analyse how they are used in business decisions   | <ul style="list-style-type: none"><li>PLO1 : Business Knowledge</li><li>PLO2 : Problem Solving</li></ul>               |
| CLO3 : Identify legal issues that arise in commercial situations and analyse how they influence business decisions                                  | <ul style="list-style-type: none"><li>PLO1 : Business Knowledge</li><li>PLO2 : Problem Solving</li></ul>               |
| CLO4 : Identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good | <ul style="list-style-type: none"><li>PLO1 : Business Knowledge</li><li>PLO5 : Responsible Business Practice</li></ul> |
| CLO5 : Apply appropriate search strategies to research and summarise relevant and valid information from a range of suitable sources                | <ul style="list-style-type: none"><li>PLO3 : Business Communication</li></ul>  |

| Course Learning Outcomes  | Assessment Item  |
|---|--|
| CLO1 : Explain the interplay of economic, legal, and corporate responsibility principles in business decisions                                      | <ul style="list-style-type: none"> <li>• Tutorial participation</li> <li>• Problem Set</li> <li>• Case study analysis</li> <li>• Final exam</li> </ul> |
| CLO2 : Identify appropriate economic models and analyse how they are used in business decisions   | <ul style="list-style-type: none"> <li>• Tutorial participation</li> <li>• Problem Set</li> <li>• Case study analysis</li> <li>• Final exam</li> </ul> |
| CLO3 : Identify legal issues that arise in commercial situations and analyse how they influence business decisions                                  | <ul style="list-style-type: none"> <li>• Tutorial participation</li> <li>• Problem Set</li> <li>• Case study analysis</li> <li>• Final exam</li> </ul> |
| CLO4 : Identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good | <ul style="list-style-type: none"> <li>• Tutorial participation</li> <li>• Problem Set</li> <li>• Case study analysis</li> <li>• Final exam</li> </ul> |
| CLO5 : Apply appropriate search strategies to research and summarise relevant and valid information from a range of suitable sources                | <ul style="list-style-type: none"> <li>• Tutorial participation</li> <li>• Case study analysis</li> <li>• Final exam</li> </ul>                        |

## Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

### Learning and Teaching in this course

The teaching strategy for this course is based on a problem and scenario-based learning model, in which students are presented with a problem or a problem set, accompanied by simulated and real-world scenarios to help address the problems. This strategy is underpinned by a constructivist approach where students undertake a series of activities to develop their own problem-solving, decision-making, collaboration, and communication.

Teachers and tutors are guides and mentors helping students to construct their own knowledge rather than reproduce a series of facts. Students will be provided with models and tools for problem-solving, which they will use to progressively formulate and test their ideas against simulated and real-world scenarios, and communicate their knowledge in a collaborative learning environment.

The student journey is based on an adaptation of the St Gallen Management Model (SGMM). The framework guides students through the course sequence of COMM1100 (focused on the centre, given the environment) and COMM1150 (focused on the complex business environment), from

the starting point of an organisation's diverse stakeholders.

## Additional Course Information

### Communication with Course Staff

Questions about course content should be asked during live lectures, in tutorials, or via the course Moodle forum. Asking questions in these places allows other students with similar questions to benefit from the response and helps create a dynamic, supportive learning community.

For personal academic matters, please email the course email address  
[COMM1100@unsw.edu.au](mailto:COMM1100@unsw.edu.au).

When sending an email to course staff, you must use your UNSW email address and include your zID. Please be courteous and use appropriate email etiquette (i.e., no text-message short-hand). Course staff will closely monitor the course Moodle forum and email address and endeavour to respond to all enquiries received through these channels within one business day. Emails sent to staff members' personal email addresses may be answered with a significant delay.

### Use of your Webcam and Digital Devices

If you enrol in an online class, or the online stream of a hybrid class, teaching and associated activities will be conducted using Teams, Zoom, or similar technologies. Using a webcam is optional, but highly encouraged, as this will facilitate interaction with your peers and instructors. If you are worried about your personal space being observed during a class, we encourage you to blur your background or make use of a virtual background. Please contact the Lecturer-in-Charge if you have any questions or concerns.

Some courses may involve undertaking online exams for which your own computer or digital devices will be required. Monitoring of online examinations will be conducted directly by University staff and is bound by the University's privacy and security requirements. Any data collected will be handled accordance with [UNSW policies and standards for data governance](#). For more information on how the University manages personal information please refer to the [UNSW Student Privacy Statement](#) and the [UNSW Privacy Policy](#).

### Learning Activities and Teaching Strategies

COMM1100 is delivered both on-campus and online. Each week, students will have 2 hours and

30 minutes of lecture time and 2 hours of tutorial. This lecture time is divided into 1 hour of asynchronous individual core learning and a 1 hour and 30 minute live lecture. Students must complete the individual core learning before attending the live lecture. In the tutorial, students will practice applying the principles and concepts from the individual core learning and live lecture in a small group environment.

# Assessments

## Assessment Structure

| Assessment Item   | Weight | Relevant Dates  | Program learning outcomes  |
|---|--------|---|--|
| Tutorial participation<br>Assessment Format: Individual | 10%    | Start Date: Not Applicable<br>Due Date: Not Applicable  | <ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO3 : Business Communication</li> <li>• PLO5 : Responsible Business Practice</li> </ul> |
| Problem Set Assessment<br>Format: Individual            | 15%    | Start Date: Week 4, Friday<br>Due Date: Week 4, Friday  | <ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO5 : Responsible Business Practice</li> </ul>  |
| Case study analysis<br>Assessment Format: Individual    | 25%    | Start Date: Not Applicable<br>Due Date: Week 7 Thursday | <ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO3 : Business Communication</li> <li>• PLO5 : Responsible Business Practice</li> </ul> |
| Final exam<br>Assessment Format: Individual             | 50%    | Start Date: Not Applicable<br>Due Date: Not Applicable  | <ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO3 : Business Communication</li> <li>• PLO5 : Responsible Business Practice</li> </ul> |

## Assessment Details

### Tutorial participation

#### Assessment Overview

The quality and frequency of students' participation in tutorials will be assessed from Week 2 - 10. A document with guidelines will be made available on Moodle.

Assesses: PLO1, PLO2, PLO3, PLO5

## Course Learning Outcomes

- CLO1 : Explain the interplay of economic, legal, and corporate responsibility principles in business decisions
- CLO2 : Identify appropriate economic models and analyse how they are used in business decisions
- CLO3 : Identify legal issues that arise in commercial situations and analyse how they influence business decisions
- CLO4 : Identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good
- CLO5 : Apply appropriate search strategies to research and summarise relevant and valid information from a range of suitable sources

## Detailed Assessment Description

The quality and frequency of students' participation in tutorials will be assessed from Week 2 - 10. A document with guidelines will be made available on Moodle.

To provide students with flexibility for illness, misadventure, or other unforeseen circumstances, the overall participation mark will be calculated as the average of the best 6 of the 8 possible tutorial marks. .

## Assignment submission Turnitin type

Not Applicable

## **Problem Set**

### Assessment Overview

A problem set will be used to assess and give feedback on students' progress in understanding and applying the course concepts. The problem set will be in the form of an online quiz in Week 4

Assesses: PL01, PL02, PL05

BCom students: myBCom course points for PL05

## Course Learning Outcomes

- CLO1 : Explain the interplay of economic, legal, and corporate responsibility principles in business decisions
- CLO2 : Identify appropriate economic models and analyse how they are used in business decisions
- CLO3 : Identify legal issues that arise in commercial situations and analyse how they influence business decisions
- CLO4 : Identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good

### Detailed Assessment Description

The problem set will assess students' understanding and ability to apply core concepts of the course. This will take the form of a timed quiz, which may feature a variety of question types, such as multiple choice, short essay, or numerical response. The set of questions will differ across students. Students will have one attempt at each quiz.

Additional details and preparation materials will be provided on the course Moodle site.

BCom students: myBCom course points for PLO5

### Assignment submission Turnitin type

Not Applicable

## **Case study analysis**

### Assessment Overview

This written assessment will allow students to demonstrate and receive feedback on their ability to apply the course concepts to a business case. (1,200 words due in Week 7)

Assesses: PL01, PL02, PL03, PL05

### Course Learning Outcomes

- CLO1 : Explain the interplay of economic, legal, and corporate responsibility principles in business decisions
- CLO2 : Identify appropriate economic models and analyse how they are used in business decisions
- CLO3 : Identify legal issues that arise in commercial situations and analyse how they influence business decisions
- CLO4 : Identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good
- CLO5 : Apply appropriate search strategies to research and summarise relevant and valid information from a range of suitable sources

### Detailed Assessment Description

This written assessment will allow students to demonstrate and receive feedback on their ability to apply the course concepts to a business case. Additional details and submission instructions will be provided on the course Moodle site.

### Submission notes

PDF or Word documents only.

### Assignment submission Turnitin type

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

## Final exam

### Assessment Overview

The final exam will be administered online and will consist of two parts: Part 1 will consist of case analysis, and Part 2 will consist of a problem set.

Assesses: PL01, PL02, PL03, PL05

BCom students: myBCom course points for PL02

### Course Learning Outcomes

- CLO1 : Explain the interplay of economic, legal, and corporate responsibility principles in business decisions
- CLO2 : Identify appropriate economic models and analyse how they are used in business decisions
- CLO3 : Identify legal issues that arise in commercial situations and analyse how they influence business decisions
- CLO4 : Identify the key features of corporate (social, environmental) responsibility, and how the business world can contribute to the greater good
- CLO5 : Apply appropriate search strategies to research and summarise relevant and valid information from a range of suitable sources

### Detailed Assessment Description

The final exam will be administered online and will consist of two parts.

Part 1 will consist of a case analysis. Students will be required to undertake research on this case, using available resources

through the UNSW Library catalogues, databases and collections, or other appropriate sources.

Part 2 will consist of a problem set, which will be similar in style to Assessment 2.

Additional details and submission instructions will be provided on the course moodle site.

BCom students: myBCom course points for PL02

### Submission notes

Part 1 - PDF or Word documents only.

### Assignment submission Turnitin type

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

## **General Assessment Information**

### Grading Basis

Standard

### Requirements to pass course

In order to pass this course students must:

- Achieve a composite mark of at least 50 out of 100.
- Engage actively in course learning activities and attempt all assessment requirements.
- Meet any additional requirements specified in the assessment details.

# Course Schedule

| Teaching Week/Module               | Activity Type | Content  |
|------------------------------------|---------------|--|
| Week 1 : 12 February - 18 February | Lecture       | Introduction to Business Decision Making <ul style="list-style-type: none"> <li>• Stakeholders to business decisions</li> <li>• Normative and instrumental factors</li> <li>• The role of markets and corporate responsibility in business decision-making</li> </ul>            |
| Week 2 : 19 February - 25 February | Lecture       | Decision Making <ul style="list-style-type: none"> <li>• Opportunity cost</li> <li>• Decision Making in Markets</li> <li>• Comparative Advantage</li> <li>• Competitive Markets</li> <li>• Demand</li> <li>• Supply</li> <li>• Market equilibrium</li> </ul>                     |
|                                    | Assessment    | Tutorial participation   |
| Week 3 : 26 February - 3 March     | Lecture       | Market power and imperfect competition <ul style="list-style-type: none"> <li>• Surplus measures and welfare</li> <li>• The efficiency of competitive markets</li> </ul>   |
|                                    | Assessment    | Tutorial participation   |
| Week 4 : 4 March - 10 March        | Lecture       | Legal rights of stakeholders in decision-making <ul style="list-style-type: none"> <li>• Legal entities</li> <li>• Agreement (contract)</li> <li>• Control (consumer protection law)</li> <li>• Liability (duty of care)</li> <li>• Ownership (intellectual property)</li> </ul> |
|                                    | Assessment    | Tutorial participation<br>Assessment 2 Problem Set – 4:00PM (AEDT) Friday, 8 March.  |
| Week 5 : 11 March - 17 March       | Lecture       | Stakeholders and customer relations decisions <ul style="list-style-type: none"> <li>• Price discrimination</li> <li>• Consumers as stakeholders</li> </ul>  |
|                                    | Assessment    | Tutorial participation   |
| Week 6 : 18 March - 24 March       | Homework      | Flexibility Week - No lectures or tutorials  |
| Week 7 : 25 March - 31 March       | Lecture       | Competitor relations decisions <ul style="list-style-type: none"> <li>• Introduction to game theory</li> <li>• Competition law</li> <li>• Reciprocity</li> <li>• Dual concerns</li> </ul>  |
|                                    | Assessment    | Tutorial participation<br>Assessment 3: Case study analysis : Due Week 7: 4.00PM (AEDT) Thursday, 28 March.  |
| Week 8 : 1 April - 7 April         | Lecture       | Employee and supplier relations decisions <ul style="list-style-type: none"> <li>• Supply chains</li> <li>• Labour markets</li> <li>• Boundaries of the firm</li> <li>• Normative considerations in employee and supplier-related decisions</li> </ul>                           |
|                                    | Assessment    | Tutorial participation   |
| Week 9 : 8 April - 14 April        | Lecture       | Decision interactions with government and broader society <ul style="list-style-type: none"> <li>• The role of government in business</li> <li>• Externalities</li> <li>• Effects of taxes, subsidies and price controls</li> <li>• Taxation law</li> </ul>                      |
|                                    | Assessment    | Tutorial participation   |
| Week 10 : 15 April - 21 April      | Lecture       | Stakeholder decisions in relations with managers <ul style="list-style-type: none"> <li>• Moral hazard and principal-agent problems</li> <li>• Stakeholder power and influence</li> <li>• Stakeholders activism</li> </ul> Complexity in business decision-making                |
|                                    | Assessment    | Tutorial participation   |

# Attendance Requirements

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

# Course Resources

## Prescribed Resources

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

## 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.

# Staff Details

| Position | Name                         | Email | Location | Phone | Availability                            | Equitable Learning Services Contact | Primary Contact |
|----------|------------------------------|-------|----------|-------|---|-------------------------------------|-----------------|
| Convenor | Andreas Ortmann              |       |          |       | via course email - COMM1100@unsw.edu.au | No                                  | No              |
| Tutor    | Udeshi Nugawela              |       |          |       | via course email - COMM1100@unsw.edu.au | Yes                                 | Yes             |
| Lecturer | SJ Yang                      |       |          |       | via email sj.yang@unsw.edu.au           | No                                  | No              |
|          | Aleksandra (Sasha) Balyanova |       |          |       | via email a.balyanova@unsw.edu.au       | No                                  | No              |
|          | Jenny Buchan                 |       |          |       | via email jm.buchan@unsw.edu.au         | 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 Plagiarism

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 assignment 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.