

BCI301 Work Integrated Learning Placement

School: School of Business and Creative Industries

2025 | Semester 1

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This Work Integrated Learning (WIL) course is designed to enhance your professional networking skills and employability. It provides an opportunity for you to experience the workplace and work in your chosen profession. You will apply the knowledge and skills gained from your university studies to workplace tasks and activities and reflect upon and evaluate your workplace experiences. You will learn how to set, monitor and evaluate goals, understand the meanings of culture and equity in the workplace, examine how theory intersects with practice, and deliver a presentation showcasing your achievements. You must perform satisfactorily in all assessment tasks and complete a minimum 96 hours of vocational placement to pass this course.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Placement – Weekly (one day) placement with an industry host business ordinarily. Can be negotiated between host and USC.	96hrs	Week 1	Once Only
ONLINE			
Placement – Weekly (one day) placement with an industry host business ordinarily. Can be negotiated between host and USC.	96hrs	Week 1	Once Only

1.3. Course Topics

- Mandatory Pre-Placement Orientation
- 96 hours of placement with an industry host business
- Mandatory participation in 4 x one hour discussions about the workplace and assessment information
- Industry feedback on objectives and learning

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Apply theoretical knowledge to practical and professional situations.	Knowledgeable	PC3, PC3.1, PC6, PC6.2
2 Participate and reflect on the culture and professional expectations of the workplace and industry.	Ethical	PC4, PC4.1, PC5, PC6, PC6.1
3 Reflect on the relationship between the internship and your growth as a professional practitioner and develop improvement strategies.	Creative and critical thinker	PC2.1, PC6, PC6.1
4 Collaborate with responsibility and accountability with an industry partner to design, coordinate and implement a project or complete work activities.	Engaged	PC2, PC2.1, PC3, PC3.1
5 Demonstrate effective communication skills in project management, problem solving, and presentation.	Engaged	PC1, PC1.1, PC1.2, PC1.3

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.2	Oral Communication
PC1.3	Digital Literacy
PC2	Collaboration
PC2.1	Teamwork
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4	Community Consciousness
PC4.1	Social Responsibility and Sustainability
PC5	Cultural Awareness
PC6	Career-ready

CODE	COMPETENCY
PC6.1	Self-management
PC6.2	Discipline Knowledge

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Successful completion of 192 units. Permission is required for enrolment - please contact the Course Coordinator.

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

BUS331, CMN312, CMN316 and CMN313

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Limited Grading (PNP)

Pass (PU), Fail (UF). All assessment tasks are required to be passed for successful completion of the course.

6.2. Details of early feedback on progress

Early feedback will be provided within Task 2.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Code of Conduct	Individual	Throughout placement	Week 1	SONIA
All	2	Written Piece	Individual	1500 words	Week 4	Online Assignment Submission with plagiarism check
All	3	Essay	Individual	1,200 words	Week 10	Online Assignment Submission with plagiarism check
All	4	Artefact - Creative, and Oral	Individual	10-minute presentation.	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Placement Performance Agreement

GOAL:	This task enables you to become familiar with the code of conduct for your discipline and agree to work within its guidelines during a work integrated learning (WIL) experience.		
PRODUCT:	Code of Conduct		
FORMAT:	During your WIL experience you are required to complete 96 hours of work experience (the equivalent of 12 x 8-hour days). To be eligible to pass, you are required to complete the placement satisfactorily. See Canvas for your discipline specific Code of Conduct.		
CRITERIA:	No.		Learning Outcome assessed
	1	Demonstrating behaviour that adheres to the discipline code of conduct,	2 3
	2	Completing the required 96 hours	4
GENERIC SKILLS:	Collaboration, Organisation		

All - Assessment Task 2: Placement Plan

GOAL:	In the assessment task, you will submit a placement plan to outline your placements goals and objectives as well as an account of your role, responsibilities and expectations.		
PRODUCT:	Written Piece		
FORMAT:	Using S.M.A.R.T goals, develop a proposal for your Placement that is structured to allow for the successful achievement of the goals you set for yourself, and the goals the host organisation would like you to achieve that will benefit them, within the available 96 hours of the placement. This plan, which can be written in the first person, will outline the role, responsibilities, expectations, goals, and monitoring and evaluation mechanisms associated with your placement using appropriate academic citations where required.		
CRITERIA:	No.		Learning Outcome assessed
	1	Applying theoretical knowledge in the examination of industry and industry host organisation situation	1
	2	Describing required professional skills	2
	3	Articulating goals and objectives for the internship	4 5
	4	Reflecting on culture and equity in the workplace, and professional expectations	2 3
	5	Demonstrating effective communication and presentation skills including the organisation, flow, accuracy of written work and English expression	5
GENERIC SKILLS:	Communication, Problem solving, Organisation		

All - Assessment Task 3: Reflective Essay

GOAL:	In this assessment piece you will: 1) define the concepts of culture and equity in the workplace, and reflect upon workplace culture within your placement workplace; 2) discuss any challenges or barriers you faced during your placement and detail how you dealt with them; 3) discuss two theories learned in your degree program and explain how they do or do not apply to practice in your chosen career as you observed and/or experienced during your placement; 4) demonstrate your understanding of Employment and Employability and explain the differences between the two; 5) explain what more you can do to prepare yourself to work in your chosen career.		
PRODUCT:	Essay		
FORMAT:	A written essay inclusive of relevant citations. The use of headings to guide the reader is permitted.		
CRITERIA:	No.		Learning Outcome assessed
	1	Reflecting on the scope and tasks of the internship placement	3
	2	Participating in workplace or industry and demonstrating personal and professional responsibility for own learning and work outcomes	2 5
	3	Evaluating contemporary management and/or professional issues relevant to an organisation and its work	2 4
	4	Applying theoretical knowledge to practical and professional situations	1
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy		

All - Assessment Task 4: Placement Outcome Presentation

GOAL:	In this assessment task, you will present an overview of the actual Placement experience in comparison to your initial Placement Plan. You will showcase the outcomes of your placement and explain how you went about achieving your outcomes.		
PRODUCT:	Artefact - Creative, and Oral		
FORMAT:	Produce a professional standard presentation reflecting on the actual placement experience as it compares or contrasts with your initial Placement Plan. Showcase the outcomes of your placement and explain how you went about achieving them. This presentation may be a PowerPoint presentation with a voiceover or a video. A PowerPoint presentation may include photos and videos embedded into the presentation.		
CRITERIA:	No.		Learning Outcome assessed
	1	Reflecting on the internship project or activities within the context in which the internship was undertaken	2 5
	2	Applying theoretical knowledge in reporting on project/activities implementation and outcomes	1
	3	Applying theoretical knowledge to achieve project/activity deliverables and tangible outcomes	1
	4	Self-evaluating on achievement of both professional and personal objectives and outcomes	2 3
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy		

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

May vary depending on the nature of the industry placement

Placement proposal negotiation and discussion prior to week 1

Students must register and attend one of the two pre-placement orientation workshops held in O Week.

9. How are risks managed in this course?

Risk assessments have been performed for all field activities and a low level of health and safety risk exists. Some risks concerns may include working in an unknown environment as well as slip and trip hazards. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

This course will be graded as Pass in a Limited Grade Course (PU) or Fail in a Limited Grade Course (UF) as per clause 5.1.1.3 and 5.1.1.4 of the Grades and Grade Point Average (GPA) - Academic Policy.

In a course eligible to use Limited Grades, all assessment items in that course are marked on a Pass/Fail basis and all assessment tasks are required to be passed for a student to successfully complete the course. Supplementary assessment is not available in courses using Limited Grades.

10.3. Assessment: Submission penalties

You must contact your Course Coordinator and provide the required documentation if you require an extension or alternate assessment.

Refer to the Assessment: Courses and Coursework Programs – Procedures.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au