

BUS104 Discovering Management

School: School of Business and Creative Industries

2025 | Semester 2

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

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

Understanding the principles of business management and how people interact in organisations can create a distinct advantage for businesses. This course facilitates your understanding of how and why behaviour in organisations influences work performance and collaboration that contributes to organisational goals. Business environments and structure influence managerial decision-making and planning. Increased knowledge of ethical and sustainable business practices (aligned with SDG definitions) facilitates learning about values and the difference you can make in your own and others' work lives.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	11 times
Seminar – Scheduled face to face seminar.	1hr	Week 1	Once Only
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	11 times
Seminar – Scheduled online seminar (Recorded).	1hr	Week 1	Once Only

1.3. Course Topics

1. Managers and management
2. The managerial environment
3. Foundations of decision making
4. Foundations of planning
5. Organisational structure and design
6. Managing human resources
7. Managing change and innovation
8. Understanding groups and managing work teams
9. Foundations of individual behaviour
10. Motivating and rewarding employees
11. Leadership and trust
12. Foundations of control

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first 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 Identify, explain and apply relevant management and organisational behaviour theories and knowledge in a business context	Knowledgeable	PC3.1, PC6.2
2 Apply report-writing skills, management theory and creative thinking skills to the development of a business report.	Knowledgeable Creative and critical thinker Engaged	PC3, PC3.1, PC6.2
3 Identify ethical and sustainable business practices (aligned with SDG definitions), and apply principles of corporate social responsibility, to business contexts.	Ethical Sustainability-focussed	PC4, PC4.1
4 Demonstrate effective and professional written and oral communication skills in business and academic contexts.	Empowered	PC1.1, PC1.2

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1.1	Written Communication
PC1.2	Oral Communication
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4	Community Consciousness
PC4.1	Social Responsibility and Sustainability

CODE	COMPETENCY
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

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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

You will have proficient verbal and written communication skills

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Students are requested to check their Task 1 Topic Question with their workshop facilitator by Week 3. Prior to task 1 (due Week 5) students are welcome to bring (in Week 4) their Literature Review paragraph structure / outline to workshops to receive formative feedback (not assessed). Informal feedback is also provided in workshops on an ongoing basis around weekly learning materials and task resources; as well as with the offer of private consultation for students arranged with workshop facilitators. Formal, direct feedback occurs when submitted assessments receive in-line comments, an overall comment addressing performance and a formal marking rubric indicating assessment outcomes. At times, indirect feedback in the form of a canvas course announcement to all enrolled students will be provided by the course coordinator.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Literature Review (or component)	Individual	20%	600 words (excluding reference list) (+/-10%)	Week 5	Online Assignment Submission with plagiarism check
All	2	Report	Individual	40%	1,500 words (excluding reference list) (+/-10%)	Week 9	Online Assignment Submission with plagiarism check
All	3	Oral and Written Piece	Individual	40%	7-10 minutes (presentation) 500 words (notes to accompany slides)	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Management Research Brief

GOAL:	To demonstrate knowledge of key management concepts using professional written communication skills, appropriate scholarly research and referencing.	
PRODUCT:	Literature Review (or component)	
FORMAT:	Format: This is an individual assessment task based on concepts presented in weeks' 1- 4. This task facilitates development of foundational research and writing skills useful throughout your degree. Students propose a research topic from Weeks 1-4 and prepare three x 200-word paragraphs using correct paragraph structure, excellent written communication skills and the inclusion of eight or more quality academic peer-reviewed journal article references to be presented in a Reference List. Further details available on Canvas.	
CRITERIA:	No.	Learning Outcome assessed
	1	Organisation and structure of written content (4 marks) 4
	2	Development and articulation of informed arguments (4 marks) 1
	3	Critical analysis of existing sources of secondary data and literature in the field (4 marks) 4
	4	Referencing of sources of information used within the body of the document and in a Reference List using Harvard referencing style (4 marks) 4
	5	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation (4 marks) 4
GENERIC SKILLS:	Communication, Problem solving	

All - Assessment Task 2: 'Business in the Media' Case Report

GOAL:	To demonstrate critical application of knowledge of relevant management concepts from weeks' 5-8, to a business case example in the media, presented in report format.	
PRODUCT:	Report	
FORMAT:	Format: This is an individual assessment task. Task 2 is based on concepts presented in weeks' 5-8. Students are required to locate a business case article in the media, identify important relevant management issues affecting the business, conduct scholarly research to understand the issues further, and then develop recommendations to help the business respond to its situation. Findings must be presented in report format with the inclusion of twelve or more quality academic references to be presented in a Reference List. Further details available on Canvas.	
CRITERIA:	No.	Learning Outcome assessed
	1	Identification and critical analysis of pertinent issues in a business context (10 marks) 1
	2	Development and articulation of informed arguments (10 marks) 1
	3	Demonstrate critical thinking to develop and evaluate appropriate solutions to business problems (8 marks) 1
	4	Organisation and structure of written content (4 marks) 4
	5	Referencing of sources of information used within the body of the document and in a Reference List using Harvard referencing style (4 marks) 4
	6	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation. (4 marks) 4
GENERIC SKILLS:	Communication, Problem solving, Information literacy	

All - Assessment Task 3: Management Consultancy Pitch (Narrated PowerPoint Presentation)

GOAL:	To demonstrate knowledge and application of key management, ethical and sustainable business concepts (aligned with SDG definitions) in an authentic business context utilising professional oral communication skills and appropriate scholarly research.		
PRODUCT:	Oral and Written Piece		
FORMAT:	<p>Format: This is an individual assessment task. Task 3 is based on concepts presented in weeks' 1-12. Students prepare a narrated PowerPoint presentation including the recording of their face and voice (as per online learning materials each week). The presentation is a Management Consultancy Pitch outlining how a new or existing business could improve (or implement) elements of their business based on course content. The pitch will include an Acknowledgement of Country and reference to the sustainable and ethical issues relevant to the business (including Sustainable Development Goals addressed). There are TWO items to submit:</p> <p>1) A rendered MP4 file of narrated PowerPoint presentation 2) Notes to accompany PowerPoint slides (in Word format and clearly identifying which slide the notes relate to).</p> <p>Further details available on Canvas.</p>		
CRITERIA:	No.		Learning Outcome assessed
	1	Identification and critical analysis of pertinent management issues in a business context (20 marks)	1 2
	2	Recognition of sustainable business practices (incorporating analysis of relevant SDGs), and implications for the business (4 marks)	3
	3	Recognition of ethical issues affecting the industry / business, and implications for the business (4 marks)	3
	4	Demonstration of critical thinking to develop and evaluate appropriate solutions to business problems (4 marks)	1 2
	5	Structure of the presentation (4 marks)	4
	6	Use of appropriate verbal and non-verbal communication (posture, gesture, eye contact, and vocal expressiveness) (4 marks)	4
GENERIC SKILLS:	Communication, Problem solving, Applying technologies		

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

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	IMPORTANT: Students are recommended NOT to purchase the hard copy text. Instead, the online version (called 'Revel') is cheaper and interactive. SEE CANVAS FOR MORE DETAILS. Robbins S. Coulter M. De Cenzo D. & Woods M	2022	Management: The Essentials	5th Ed.	Pearson

8.2. Specific requirements

STUDENTS ARE ADVISED NOT TO PURCHASE THE RECOMMENDED TEXT IN HARD COPY! The recommended text will be available in an interactive online format (called 'Revel') via a link on the 'Canvas' site once the canvas site opens in Orientation week. Students should NOT purchase the hard copy text until accessing Canvas and assessing their options.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. 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

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

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