

# MGT310 Managing the Small Business

School: School of Business and Creative Industries

2023 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, unless your program has specified a mandatory onsite requirement.

*Please go to [unisc.edu.au](http://unisc.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 course provides you with an appreciation of the managerial skills necessary to develop, and manage a small business successfully. After an introductory overview of small business in Australia the course presents a range of topics critical to small business success including strategy development, financial management, marketing, HRM and operations management. Additionally, by completing this course you will be able to better evaluate the feasibility of business ideas, appreciate the realities of finding venture capital, and prepare business plans for business growth.

### 1.2. How will this course be delivered?

| ACTIVITY  | HOURS | BEGINNING WEEK | FREQUENCY |
|---|-------|----------------|-----------|
| <b>BLENDED LEARNING</b>   |       |                |           |
| <b>Learning materials</b> – Interactive online learning activities. | 1hr   | Week 1         | 13 times  |
| <b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.      | 2hrs  | Week 1         | 13 times  |
| <b>ONLINE</b>   |       |                |           |
| <b>Learning materials</b> – Interactive online learning activities. | 1hr   | Week 1         | 13 times  |
| <b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded). | 2hrs  | Week 1         | 13 times  |

### 1.3. Course Topics

- Small business and Entrepreneurship: definitions and characteristics.
- Strategy formulation and business development planning.
- Sustainability essentials and the community context of small business.
- Accessing business advice and assistance and options for going into business.
- Legal requirements, business structure and succession planning options.
- Financing business ventures and financial management for small business.
- Market research and marketing for small business.
- Human resource management in new and small firms.
- Technology and SMEs.
- Operations management in a small business context.
- Location and distribution strategies for small business.
- Managing growth and identifying international opportunities for small business.

## 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 Critically apply theoretical concepts and discipline knowledge to practical small business scenarios   | Knowledgeable<br>Creative and critical thinker                         | PC3, PC3.1  |
| 2 Demonstrate competent development of comprehensive and cohesive management plans and practical solutions aimed at enhancing business growth opportunities. | Knowledgeable<br>Creative and critical thinker<br>Engaged              | PC3.1, PC6.2  |
| 3 Demonstrate an awareness and appreciation of the need to take a socially responsible and sustainable approach to business decisions                        | Ethical<br>Sustainability-focussed                                     | PC4, PC4.1  |
| 4 Demonstrate effective oral and written business communication skills   | Knowledgeable<br>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        |

| CODE  | COMPETENCY                               |
|-------|--|
| PC4.1 | Social Responsibility and Sustainability |
| 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

BUS104

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

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

It is anticipated that all students will have good written and verbal communication skills.

### 5.5. Microcredential Information

Not applicable

## 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

Weekly online quizzes will be provided to ensure students receive formative feedback throughout the semester. Additionally, weekly workshop questions will provide students with additional learning opportunities and direct feedback in relation to their progress and understanding of course content.

### 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        | Oral               | Group               | 50%         | 15-minute presentation         | Week 7                | Online Submission                                  |
| All           | 2        | Report             | Individual          | 50%         | 2,000 words (+/-10%)           | Week 13               | Online Assignment Submission with plagiarism check |

**All - Assessment Task 1:** Small Business Analysis Video Presentation

|                              |   |   |
|------------------------------|---|---|
| <b>GOAL:</b>                 | The purpose of this task is to develop critical thinking skills and a socially responsible approach to business development, whilst enhancing professional business oral presentation and communication skills.   |   |
| <b>PRODUCT:</b>              | Oral  |   |
| <b>AUTHORSHIP STATEMENT:</b> |   |   |
| <b>FORMAT:</b>               | This assessment will be performed as part of a 3 person team. You will be required to deliver a 15 minute video presentation that relates to the in-depth analysis of a small business/new venture. Further details are available on Canvas. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. It assesses Program Learning Outcomes 2.1: (Demonstrate effective management and collaboration in teams in a business context.) |   |
| <b>CRITERIA:</b>             | <b>No.</b>  | <b>Learning Outcome assessed</b>  |
|                              | 1   | Critical analysis, research and application of theory to a small business context. 1                          |
|                              | 2   | Application of sustainability frameworks, theories and concepts and responsibilities in a business context. 3 |
|                              | 3   | Knowledge and application of effective group processes 4  |
|                              | 4   | Use of interpersonal skills when engaging with team members 4   |
|                              | 5   | Acknowledgement and facilitation of strengths and skills of team members 4                                    |
|                              | 6   | Individual contribution to the group task 4   |
| <b>GENERIC SKILLS:</b>       | Communication, Problem solving, Applying technologies   |   |

## All - Assessment Task 2: Small Business & New Venture Report

| <b>GOAL:</b>                 | The purpose of this task is to develop enhanced professional business analytical and written communication skills. You will analyse and interpret a small business/new venture context of your choice, to identify, operationalise and justify suitable enterprise development strategies and measures. Please refer to Canvas for further information.  |                           |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
|------------------------------|--|---------------------------|--|---------------------------|---|--|---|---|--|---|---|---|---|---|---|---|--|
| <b>PRODUCT:</b>              | Report   |                           |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| <b>AUTHORSHIP STATEMENT:</b> |  |                           |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| <b>FORMAT:</b>               | This is an individual assessment. Individuals are required to provide one electronic copy of the report. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: PLO1.1: Written Communication Demonstrate effective written communication skills in a small business/new venture business context.  |                           |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| <b>CRITERIA:</b>             | <table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Situational analysis and interpretation of a small business context (market, customers, competitors, finances, HR etc.), drawing on relevant models and theories as covered in the course.</td><td>1</td></tr><tr><td>2</td><td>Identification of insightful, coherent and integrated strategies and measures to develop the small business.</td><td>2</td></tr><tr><td>3</td><td>Application of sustainability frameworks, theories and concepts and responsibilities in a business context.</td><td>3</td></tr><tr><td>4</td><td>Written Communication – professionally presented for a business context, demonstrating: discipline-based vocabulary, well-structured and organised content, appropriate referencing in body of report and reference list.</td><td>4</td></tr></tbody></table> | No.                       |  | Learning Outcome assessed | 1 | Situational analysis and interpretation of a small business context (market, customers, competitors, finances, HR etc.), drawing on relevant models and theories as covered in the course. | 1 | 2 | Identification of insightful, coherent and integrated strategies and measures to develop the small business. | 2 | 3 | Application of sustainability frameworks, theories and concepts and responsibilities in a business context. | 3 | 4 | Written Communication – professionally presented for a business context, demonstrating: discipline-based vocabulary, well-structured and organised content, appropriate referencing in body of report and reference list. | 4 |  |
| No.                          |  | Learning Outcome assessed |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| 1                            | Situational analysis and interpretation of a small business context (market, customers, competitors, finances, HR etc.), drawing on relevant models and theories as covered in the course.   | 1                         |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| 2                            | Identification of insightful, coherent and integrated strategies and measures to develop the small business.   | 2                         |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| 3                            | Application of sustainability frameworks, theories and concepts and responsibilities in a business context.  | 3                         |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| 4                            | Written Communication – professionally presented for a business context, demonstrating: discipline-based vocabulary, well-structured and organised content, appropriate referencing in body of report and reference list.  | 4                         |  |                           |   |  |   |   |  |   |   |   |   |   |   |   |  |
| <b>GENERIC SKILLS:</b>       | 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

You must have good written and verbal communications skills.

## 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: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 10.4. 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>

### 10.5. 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.

### 10.6. 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](mailto:studentcentral@usc.edu.au)