

MGT310

# Managing the Small Business

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, unless your program has specified a mandatory onsite requirement.

Please go to [usc.edu.au](http://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 course provides you with an appreciation of the managerial skills necessary to develop and manage a small business. 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, sustainability (SDGs), 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	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	12 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 2	10 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 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 Creative and critical thinker 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 Sustainability-focussed	PC4, PC4.1
4 Demonstrate effective collaboration and team work in a business context.	Empowered Ethical Engaged	PC2.1
5 Demonstrate effective oral and written business communication skills	Knowledgeable 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
PC2.1	Teamwork

CODE	COMPETENCY
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4	Community Consciousness
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.

## 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	Individual and 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, communication, and collaboration skills.		
<b>PRODUCT:</b>	Oral		
<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
	2	Professional presentation skills including: appearance, voice, body language, time management, use of technology.	5
	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>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 context.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	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	Validation of strategies/measures through analysis and by reference to and application of appropriate research and core theoretical concepts.	1 3
	3	Identification of insightful, coherent and integrated strategies and measures to develop the small business.	2
	4	Organisation and structure of written content	5
	5	Development and articulation of informed arguments.	5
	6	Referencing of sources of information used within the body of the document and in a reference list using Harvard referencing style	5
	7	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation.	5
<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

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	Justin G. Longenecker, J. William Petty, Leslie E. Palich, Frank Hoy	2022	Small Business Management	20	Cengage

### 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:

- (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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)