



## BUS303 BUSINESS PROJECT T318 - Brief

All information contained within this Subject Outline applies to all students enrolled in the trimester as indicated.

### 1. General Information

#### 1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
B Bus (Accg); B Bus (Mgt & Finance)	1 trimester	Level 3	Rex Walsh <a href="mailto:rex.walsh@koi.edu.au">rex.walsh@koi.edu.au</a> P: 92833583 (Ext.156) L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment

#### 1.2 Core / Elective

This is a core subject for the B Bus (Accg) and the B Bus (Mgt & Finance)

#### 1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	BBus (Accg) 96; BBus (Mgt & Finance) 96

#### 1.4 Student Workload

Indicated below is the expected student workload per week for this subject.

No. timetabled hours/week*	No. personal study hours/week**	Total workload hours/week***
4 hours/week (2 hour Lecture + 2 hour Tutorial)	6 hours/week	10 hours/week

\* Total time spent per week at lectures and tutorials

\*\* Total time students are expected to spend per week in studying, completing assignments, etc.

\*\*\* Combination of timetable hours and personal study.

#### 1.5 Mode of Delivery On-campus

#### 1.6 Pre-requisites This subject can only be taken in the final trimester of study.

#### 1.7 Other Study and Resource Requirements

- Students are expected to attend classes with the required textbook and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

*Resource requirements specific to this subject:* Students will need access to the internet as all simulation elements are online. A licence for the relevant business simulation software as described in Section 3 (this equates to a text book) is included in the subject enrolment fee – this is a non-refundable charge – students will retain use of the licence and software for the duration of the trimester.

## 2. Academic Details

### 2.1 Overview of the Subject









Ongoing changes in technology, customer needs and growing competition creates a highly dynamic business environment today. To be successful, therefore, businesses need strategic leadership. In particular, managers have to address the link between strategy formulation and implementation.

This subject is designed to provide an authentic problem based learning experience within a simulated business environment with an emphasis on teamwork, integrating and building on the subject content studied throughout the course.

### 2.2 Graduate Attributes for Undergraduate Courses

Graduates of the *Bachelor of Business (Accounting)*, and the *Bachelor of Business (Management and Finance)* courses from King's Own Institute will gain the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2<sup>nd</sup> edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a bachelor's level degree are summarised below:

	KOI Bachelor Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge
	Critical Thinking	Critical thinking and creative skills to analyse and synthesise information and evaluate new problems
	Communication	Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to others
	Information Literacy	Information and technological skills for accessing, evaluating, managing and using information professionally
	Problem Solving Skills	Skills to apply logical and creative thinking to solve problems and evaluate solutions
	Ethical and Cultural Sensitivity	Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Teamwork	Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results
	Professional Skills	Professional skills to exercise judgement in planning, problem solving and decision making






Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, stand-alone contexts.
- **Level 2 Intermediate** – Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects.
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

### 2.3 Student Learning Outcomes

This is a Level 3 subject.

Listed below, are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Synthesise and apply their business knowledge (strategic alignment, tactical business planning, competitor analysis, market positioning, and financial report analysis)	
b) Develop and utilise professional skills (leadership, team work, critical thinking and information processing)	
c) Coordinate multi-disciplinary strategies in a holistic business management approach.	
d) Analyse and evaluate the impact of business decisions	
e) Report reflections on personal performance and the contributions of peers	

### 2.4 Subject Content and Structure

Shown in the table below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials.

Unlike most subjects, this subject is designed to allow students to utilise all skills and knowledge acquired by successful completion of all subjects to date. The focus of the subject is the application of skills and knowledge in working in a company style structure – accordingly, most sessions will be conducted as seminars, where students and groups work largely as self-learners.

The lecturer will provide a consultancy role as required.

*Weekly Planner:*

Week (beginning)	Topic covered in each week's session	Reading(s)	Expected work
1 05 Nov	Overview, team formation, management system	Moodle Readings	Simulation software online lesson and Single Player <b>Orientation Quiz</b>
2 12 Nov	Corporate governance and sustainability Goals, values and performance	Moodle Readings	Tutorial exercises
3 19 Nov	Roles and expectations, company presentations	Moodle Readings	Reflection Report due
4 26 Nov	Industry analysis	Moodle Readings	Company Presentation
5 03 Dec	Analysing resources and capabilities	Moodle Readings	Round 1 decisions
6 10 Dec	Business level strategies	Moodle Readings	Round 2 decisions
7 17 Dec	Corporate level strategies	Moodle Readings	Round 4 and 5 decisions
23 Dec 2018 – 06 Jan 2019	<b>Mid-trimester break</b>		Round 3

8 07 Jan	Innovation and entrepreneurship	Moodle Readings	Round 6 decisions
9 19 Jan	Seminar	Moodle Readings	Round 7 decisions
10 21 Jan	Seminar	Moodle Readings	Round 8 decisions <b>Company Presentations</b>
11 28 Jan	Company presentations (A4)	Moodle Readings	<b>All Reports due</b> <b>Company Presentations</b> <b>Individual Reflection Report due</b>
12 04 Feb	Review		
13 11 Feb	Study Review Week		
14 18 Feb	Final Exam Week for KOI	There is no final exam for this subject	
15 25 Feb	Student Vacation begins Enrolments for T119 open		
16 04 Mar	Results Released 05 Mar 2019 Certification of Grades 08 Mar 2019		
<b>T119 begins 11 Mar 2019</b>			
1 11 Mar	Week 1 of classes for T119 <b>Friday 08 Mar 2019 – Review of Grade Day for T318</b> – see Sections 2.6 and 3.6 below for more information.		

## 2.7 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *On-campus lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorial participation is an essential component of the subject and contributes to the development of graduate attributes (see section 2.2 above). It is intended that specific tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

## 2.8 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Orientation activities — individual assessment	Week 1-3 Reflection report 5:00 pm Friday Week 3	10%	d
Company presentation – group assessment	Week 4	20%	a, b, c
Simulation report and group company presentation	Report Week 11 Presentations Weeks 10 & 11	Report 30% Presentation 20% Total 50%	a, b, c, d
Final Reflection Report – individual assessment (2000 words)	Week 11 5:00 pm Friday of Week 11	20%	d, e

### *Requirements to Pass the Subject:*

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

## 2.9 Prescribed and Recommended Readings

### ***Prescribed Text:***

Grant, R., Butler, B., Orr, S. and Murray, P.A., 2014. *Contemporary strategic management: an Australasian perspective*. 2<sup>nd</sup> ed. John Wiley & Sons Australia, Ltd.

Plus: The software licence for *SmartSims – Mike's Bikes* – constitutes the text for this subject.

ALL students MUST buy a licence for the relevant business simulation software as described in Section 3. The cost of the licence is included in the subject enrolment fee and is non-refundable. Students will retain access to the program for the duration of the trimester.