



Subject:	Business Management
Subject Outline	<p>This subject is designed to enable students to understand and apply the foundational knowledge and skills for Business Management commensurate with university entrance level.</p> <p>The subject examines theories of HR Management, Business Strategy, Strategic Planning, Marketing, Break-even Analysis, Leadership, Corporate Social Responsibilities, and Change Management.</p>
Online Subject Delivery	<p>Students in Business Management complete blocks of learning, which consists of four interactive lessons and checkpoint tasks. These are completed on Moodle, our state of the art online learning platform. Students will be supported in completing these blocks of learning by live classes and live question and answer sessions via Zoom web-conferencing. Teachers monitor students' progress and provide individualised feedback on checkpoint tasks. Students access the Business Management forum regularly to post questions and review discussions.</p>
Face to Face Subject Delivery	<p>Students in Business Management participate in a blended learning approach that includes class time supported by activities online via Moodle. Classes are student-focused and communicative with learners being expected to contribute to group discussion. Participation in online learning before class prepares students for in-class activities and maximises the value of face to face learning. Students can prepare for class, review content and skills learned as well as complete checkpoints online.</p>
Graduate Attributes (GA)	<p>On completion of the Foundation Program, students will be able to:</p> <ol style="list-style-type: none">1. Communicate effectively in English in a variety of contexts, circumstances and modes2. Demonstrate relevant, practical and theoretical knowledge in a subject area3. Apply relevant academic literacy skills in a subject area4. Apply relevant numeric literacy skills in a subject area5. Apply critical, analytical thinking, and problem-solving skills for academic contexts6. Work independently and collaboratively in a cross-cultural context7. Demonstrate academic integrity
Objectives	<p>On successful completion of this subject, students will be able to:</p> <ol style="list-style-type: none">1. Apply theoretical concepts to evaluate real-life examples of business situations (GA 2, 3);2. Identify social factors and ethical considerations in the actions of organisations (GA 2, 7);3. Demonstrate competence in problem solving by identifying the problem, selecting and interpreting relevant data, applying appropriate analysis and recommending solutions by evaluating their implications (GA 1, 4, 5);4. Collect, organise and present information appropriately (GA 3);5. Demonstrate relevant English language and business-specific language skills (GA 1).



Content	<ul style="list-style-type: none">• Business Principles• Strategy• Marketing• Organisational Behaviour• Company Types and Business Law• Organisational Structure• Finance• TEAMS• Leadership & Decision-Making• Customer Service• Applied Marketing• Change Management• Corporate Social Responsibility
Attendance	<p>Attendance is a visa requirement. Attendance contributes directly to the academic success of the student. Attendance is monitored as described in the Attendance Policy.</p> <ul style="list-style-type: none">• Face to face: Students are expected to attend all classes and complete all Moodle checkpoints.• Online: Students are expected to attend all live online classes, question and answer sessions, and complete all Moodle checkpoints.
Learning Resources	<ul style="list-style-type: none">• IES Subject Moodle site• Online Research Databases: Informit



Students are assessed through the following assessment activities:

Assessment Activity	Description	Weighting
TERM 1		
Case Study	Students are required to maintain a written analysis interpreting the selected business cases and make connection to relevant business theories covered within the subject.	15%
TERM 2		
Marketing Plan	Students are required to produce a marketing plan for the VBE business that is assigned to them. The marketing plan will explore the business strategy, branding, marketing mix, relevant business structure and break-even analysis.	30%
TERM 3		
Exam	Students will complete an exam, which is 90 minutes in length covering all topics discussed in the later part of the work program. Topics may include teams, leadership, customer service, change management and corporate social responsibility.	25%
TERM 4		
Business Improvement Plan	<p>Students are required to work in groups and provide practical business strategies in improving the performance of an assigned VBE commerce business, where each student will take on different roles such as:</p> <ul style="list-style-type: none">• CEO• Marketing Manager• Financial Manager• Human Resource Manager• Operations Manager <p>Students will work in groups to complete four group activities, which will explore a range of theoretical concepts including teams, leadership styles, marketing, change management and corporate social responsibility. The group activities draw on the collaborative effort of the team. At the end of the group project, each member of the group will create a video journal to reflect on their learning.</p>	30%