



**College of Commerce  
Division of Economic and Financial Studies  
Department of Business**

# **BBA102 BUSINESS ORGANISATION PRINCIPLES**

## ***UNIT OUTLINE*** **SEMESTER 2 2008**

**Unit Convenor: Gordon Brooks**

**Lectures:** Monday 6-8 pm in C5CT1

Thursday 3-5 pm in X5BT1

Prerequisites: entry to BBA, BAppFin, BCom-Marketing,  
BHlth, BHRM or BIntBus

**Students in this unit should read the Unit Outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.**

## ABOUT THIS UNIT

BBA102 is a 3 credit point unit.

Beginning with the premise that organisations bring people together to achieve what they could not achieve individually, this unit examines organisations and their activities from a number of perspectives. An historical perspective of the management of organisations is developed, including current management approaches and their origins. Structure and strategy are explored from the perspective of their roles as foundations of organisation. Operations and human resource management are examined as major functions in an organisation (other functions such as accounting, marketing, etc. are addressed in other units). An organisation does not exist in isolation, but is constantly interacting with its environment. The role of the organisation viewed from the perspectives of the society to which it is accountable, and the economy within which it operates, is examined.

Business Organisation Principles is presented in two distinct streams. The lecture stream consists of a series of lectures. The lectures loosely parallel the management component of the text. The tutorial stream addresses additional areas relevant to the unit as well as developing skills that will be valuable in your career. It is worth noting that while tutorials are not compulsory, the additional material covered in the tutorials is examinable, and if your final grade is marginal, your tutor's opinion of your performance may be instrumental in determining your final grade.

## TEACHING STAFF

Convenor - Gordon Brooks [gbrooks@efs.mq.edu.au](mailto:gbrooks@efs.mq.edu.au)

Room: 632 Building E4A

Ph. 9850 7472

Consultation Hours: Wednesdays 3pm to 5pm

## CLASSES

Lecture Times: Monday 6-8 pm in C5CT1 or Thursday 3-5 pm in X5BT1

Applications Lecture Times: tutorial/seminar times are available at

<http://www.timetables.mq.edu.au/>

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Prescribed Text

Campling, J., Poole, D., Wiesner, R., Ang, E.S., Chan, B., Tan W-L and Schermerhorn, J. (2008). Management 3rd Asia-Pacific edition. Wiley: Milton.

## Recommended Reading

McKenna, R (1999). New Management. McGraw-Hill: Sydney (HD 31 .M25)

Daft, R. L. (2000). Management 5th ed. Dryden: Orlando (HD31 .D134 2000)

Jones, G. and George, J. (2005). Contemporary Management 4th. ed. McGraw Hill: New York

Rue, L.W. and Byars, L.L. (2003). Management: Skills and Applications. McGraw-Hill: Chicago (HD31 .R7965 2003)

Bartol, K., Martin, D., Tein, M. and Matthews, G. (2005). Management: a Pacific Rim Focus 4th edn. McGraw-Hill: Sydney (HD31 .M2872 2005)

The McKenna text is highly recommended, as it takes a contemporary approach to managing and is Australian in authorship and content. Rue and Byars gives an American perspective, and while Bartol *et. al.* is similar, it presents an Australian slant on the American perspective.

There are many other books and journals which can assist the student. The area covered is large and so is the range of books and journals. You are commended to consult the library holdings if you require further reading.

## UNIT WEB PAGE

The web page for this unit can be accessed via the 'Login' button on or via <http://learn.mq.edu.au>

## LEARNING OUTCOMES

The learning outcomes of this unit are:

- an understanding of aspects of the evolution of management
- an understanding of major approaches to management
- an understanding of some major functions

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop skills in the following:

- working in teams
- taking responsibility for the students own learning

## TEACHING AND LEARNING STRATEGY

This unit is taught using lectures and tutorials. Students are expected to read in advance of lectures, and participate in tutorials. Chapters listed in the following table refer to chapters in the text: Campling, J., Poole, D., Wiesner, R., Ang, E.S., Chan, B., Tan W-L and Schermerhorn, J. (2008). Management 3rd Asia-Pacific edition. Wiley: Milton.

## LECTURE PROGRAM

<b>Week/Date</b>	<b>Topic and Reading</b>	<b>Tutorials</b>
<b>Week 1</b> Monday August 4 Thursday August 7	Introduction Reading: Chapter 1	No tutorial
<b>Week 2</b> Monday August 11 Thursday August 14	Environment Reading: Chapter 2	Group Skills
<b>Week 3</b> Monday August 18 Thursday August 21	History of Management Reading: Chapters 4	Group Skills
<b>Week 4</b> Monday August 25 Thursday August 28	Managerial Performance Reading: see lecture overheads	<b>CLASS TEST 1</b>
<b>Week 5</b> Monday September 1 Thursday September 4	Control Reading: Chapter 7	Group Project 1
<b>Week 6</b> Monday September 8 Thursday September 11	Strategy Reading: Chapter 8	Group Project 2
<b>Week 7</b> Monday September 15 Thursday September 18	Structure Reading: Chapter 10	Group Project 3
Monday September 22 Monday October 6	<b>MID SEMESTER BREAK</b>	
<b>Week 8</b> Monday Public Holiday Thursday October 9	Review Reading: no reading	No tutorial
<b>Week 9</b> Monday October 13 Thursday October 16	Operations Management Reading: Chapter 11	<b>CLASS TEST 2</b>
<b>Week 10</b> Monday October 20 Thursday October 23	Sustainability Reading: see lecture overheads	Group Project 4
<b>Week 11</b> Monday October 27 Thursday October 30	Human Resource Management Reading: Chapter 12	Group Project 5
<b>Week 12</b> Monday November 3 Thursday November 6	Change Reading: Chapter 18	Group Project 6
<b>Week 13</b> Monday November 10 Thursday November 13	Review Reading: no reading	<b>CLASS TEST 3</b>

## RELATIONSHIP BETWEEN LEARNING ASSESSMENTS AND OUTCOMES

Knowledge and understanding of the material addressed in this unit are assessed using a mixture of assessment tasks. There are five assessment components, a presentation (and report), three in-class tests (held in your tutorial class) and a final exam. The following table shows the proportion of marks for each of the pieces of assessment. **You must pass the final exam to pass the unit.**

Assessment Component	Total % of Grade from this Component
Group Project	15%
In-class Test 1	10%
In-class Test 2	10%
In-class Test 3	10%
Final Exam	55%
TOTAL	100%

### Project

The project is to be completed in groups, which will be organised in your tutorial class. Groups will be organised in weeks 2 and 3, *i.e.* the first and second tutorials. **If you do not attend and join a group you will be unable to receive marks for this assessment.** Individual reports will not be marked.

### In-class Tests

These tests are held in your tutorial class. A list of questions will be made available on the unit website in advance of each test. You are able to prepare answers for all questions but may not take notes into the In-class Test. Your tutor will select two questions from the list for your class to answer. You will have 40 minutes to answer the questions. The selection will not be disclosed prior to the test.

Questions for In-class test 1 will address material covered in the lectures and tutorials of weeks 1 to 3. Questions for In-class test 2 will address material covered in the lectures and tutorials of weeks 4 to 8. Questions for In-class test 3 will address material covered in the lectures and tutorials of weeks 9 to 12.

### Final Examination

The final exam will be held in the formal examination period, and will address the whole of the unit. You will be allowed to take one A4 page of your own notes into the final exam. Your name and student number must be printed no smaller than 12 point on both sides of this page of notes, however there are no other restrictions on the content of your page. You may write as much or as little as you want, use one or both sides, write in English or any other language. No other aids will be allowed into the exam. The whole of the unit is examinable in the final exam. Details of the final exam's format will be given later in the semester.

**YOU MUST PASS THE FINAL EXAM TO PASS THE UNIT.**

## PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at:

<http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

## **UNIVERSITY POLICY ON GRADING**

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/rules/Guidelines2003.doc>

or

<http://www.mq.edu.au/senate/rules/detailedguidelines.doc>

## **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

## **CLASSROOM ETIQUETTE**

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.

Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to “silent”.

# **IMPORTANT: FOR STUDENTS ENROLLING IN BBA303**

The unit **BBA303** - Marketing Communications will be replaced by **MKTG310** – Integrated Marketing Communications in 2009.

As BBA303 will no longer be offered **from 2009, please choose MKTG310 instead of BBA303** – students can qualify with this unit as it contains the same course content and number of credit points.