

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**FBE 200**  
**Professional and Community**  
**Engagement (PACE)**

**Semester 2, 2011**

*Department of Marketing & Management*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT GUIDE**

**Year and Semester:** 2011 Semester 2

**Unit convenor:** Dr Leanne Carter

**Prerequisites:** 24 Credit Points and permission of Unit Convenor achieved by obtaining and submitting application form/s available through BESS

**Credit points:** Three and counts as a PARTICIPATION UNIT

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

- This unit provides an opportunity for students to engage with the community through experience in a variety of workplaces including government agencies, companies, industry partners and not-for-profit organisations.

This PACE Unit includes individual reflection, development of graduate capabilities, and community development. Students will ideally integrate their own personal experiences together with their academic skills, intellectual interests and future career aspirations through the PACE Unit framework. Students will prepare and deliver an in-class presentation based on their experience in the workplace and associated academic research. The unit encourages reflection upon real-world experiences and social issues the student encountered during their workplace experience. The final presentation provides an opportunity for students to learn from their peers, employers and teachers..

- This unit is worth 3 credit points
- This unit is a PARTICIPATION unit

**TEACHING STAFF**

- Lecturer: Dr Leanne Carter (Leanne.carter@mq.edu.au )

**CONSULTATION TIMES**

- Consultation time with Leanne: Mondays 12.30 to 1.30 pm; room 631, 6<sup>th</sup> floor, building E4A.

- You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.
- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## **CLASSES**

- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Seminar Dates and Times: May also be agreed between student and unit convenor. You must contact the Unit Convenor to arrange the attendance at the following face to face requirements:

- Two 3-hour seminars.

In addition, a minimum of 2 weeks full time work (60 hours) or equivalent. Workplace Experience can be in either a for- profit business, government or not-for-profit organization, or any other relevant organization in a job role appropriate to your degree and/or major..

When at university in seminars:

- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.

## **PRIZES**

- None

## **REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

### Textbook

There is no prescribed text given the individual nature of student interests and the tasks for this unit.

### Recommended Reading List

Biennu, S. (2000). The presentation skills workshop: helping people create and deliver great presentations. New York: American Management Association.

Boylan, B. (2001). What's your point? the three step method for making effective presentations. Holbrook, Mass: Adams.

Kalliath, T., Brough, P., O'Driscoll, M., Manimala, M. J., & Siu, O. (2010). Organisational behaviour: A psychological perspective for the Asia-Pacific. Sydney: McGraw-Hill. Chapter 9 "Training, Performance Appraisal and Career Development".

Nelson, D. L., & Quick, J. C. (2011). ORGB2. Mason, OH: South-Western Cengage Learning. Chapter 17 "Career Management".

Peters, T. (1999) Reinventing work: The brand you 50. New York: Knopf.

Summers, J. & Smith, B. (2006). Communications skills handbook. 2nd ed. Milton, Qld: John Wiley & Sons.

Verderber, R. F. & Verderber, K. S. (2003). The challenge of effective speaking. 12th ed. Belmont, CA: Thompson/Wadsworth

### Other Recommended Reading

In addition you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in your discipline area (e.g. marketing, accounting, finance, economics, human resources, demography, business, international business etc.)

### Recommended Research Databases

You should also access these key research databases available for access through the library. Some databases are recommended below:

#### Ebscohost:

- Academic Search Elite
- Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar  
(only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

## TECHNOLOGY USED AND REQUIRED

- Students are required to learn how to use power point, word processing and blackboard.

## UNIT WEB PAGE

The web page for this unit can be found at: Blackboard <http://learn.mq.edu.au>

## LEARNING OUTCOMES

By the end of this unit, students should be able to do the following:  
Have a greater understanding of the relationship of their University education to the wider world, social problems, and other challenges.  
Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.  
Improve their presentation skills by preparing their final presentation for a broad public consideration.  
Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.

## GRADUATE CAPABILITIES

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Discipline-specific knowledge and skills: Students will have the opportunity to engage in discipline-specific projects, and/or other projects that requires the application of the student's scholarly understanding discipline-specific topics.

In addition to the discipline based learning objectives in the units of your major or degree, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit may contribute to this learning by helping student develop the following generic skills:

1. Critical, Analytical and Integrative Thinking
2. Problem Solving and Research Capability
3. Creative and Innovative
4. Effective Communication
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

This PACE Unit will help students contextualise their graduate capabilities. The graduate capabilities are listed in a document called "Appendix 1". Depending on your specific work placement, some or all of these capabilities will be practised. This will be agreed with your Supervisor, Lecturer and yourself.

### TEACHING AND LEARNING STRATEGY

WEEK /DATE	READINGS	TOPIC/ACTIVITIES
<b>Week 1</b> 1 <sup>st</sup> Aug	1999 Peters  2011 Career Management  2010 Training Appraisals Career	Orientation Seminar: This face-to-face seminar will be conducted preceding the workplace experience. The goals of this seminar are: <ul style="list-style-type: none"> <li>✓ To provide students with strong orientation to their sites, University expectations, and academic requirements.</li> <li>✓ To address pragmatic concerns (communication, workplace etiquette, etc), risk management, and other logistical requirements</li> <li>✓ To prepare students for inter-cultural communication-related issues &amp; sensitize them to site expectations.</li> <li>✓ To provide necessary skills training.</li> </ul>
<b>Week 2</b> 8 <sup>th</sup> Aug		
<b>Week 3</b> 15 <sup>th</sup> Aug		
<b>Week 4</b> 23 <sup>rd</sup> Aug		
<b>Week 5</b> 30 <sup>th</sup> Aug		
<b>Week 6</b> 6 <sup>th</sup> Sept		
<b>Week 7</b> 12 <sup>th</sup> Sept		<i>Individual Assignment Due</i>
<b>11<sup>TH</sup></b> <b>17<sup>th</sup></b> <b>Sept to</b> <b>3<sup>rd</sup> Oct</b>		<b>MID SEMESTER BREAK</b>
<b>Week 8</b> 4 <sup>th</sup> Oct		
<b>Week 9</b> 10 <sup>th</sup> Oct		
<b>Week 10</b>		

17 <sup>th</sup> Oct		
<b>Week 11</b> 24 <sup>th</sup> Oct		
<b>Week 12</b> 31 <sup>st</sup> Oct		
<b>Week 13</b> 8 <sup>th</sup> Nov		Debriefing Seminar Reflection and Plans for the Future <i>Report and Presentation Due</i> <i>Supervisor's Report Due.</i>

## RESEARCH AND PRACTICE

- This unit uses research by Leanne Carter:
  - Daruwalla, P., Carter, L. and Howlett, D., (2006) "Business education: enhancing learning through simulations from an Australian perspective", International Journal of Business Research, Vol. V, No. 1, pp 27-37.
  - Murray, P. and Carter, L. (2005) "Improving Marketing Intelligence through Learning Systems and Knowledge Communities in Not-for-Profit Workplaces (Paper A)," Journal of Workplace Learning, November, Vol. 17 Issue 7, 421-435.
- This unit uses research from the following journals:
  - ❖ Journal of Workplace Learning
  - ❖ Journal of Learning Design
  - ❖ Journal of Management Development
  - ❖ European Journal of Management
  - ❖ Harvard Business Review
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research.

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The assessment of the course has the following components:

	<b>Presentation and Report (50%)</b>	<b>Supervisor's Report (20%)</b>	<b>Individual Assignment – Dossier. (30%)</b>	<b>Total</b>
Description	Research, analyse, write and present a report that discusses your experiences in the workplace, in light of your academic major/s or degree, demonstrating the relevance of their academic and technical skills in solving real-world problems Presentation is for 15 minutes, followed by 5 minutes of class questions or interactions.	This is a report to be compiled by the employer providing information on the student's performance at the workplace.  It is based on the graduate capabilities.	The students are expected to conduct scholarly research on a contemporary topic related to their workplace and education, and write a literature review based on at least 4 journal articles.	
Due date	The presentations will be held in class in week 13. The report is due in week 13 at time of presentation	Week 13 at an agreed date and time	Due Week 7 to the lecturer by 4.00pm, Friday, 16 <sup>th</sup> September, 2011.	
Marking criteria/standards & expectations	See a document called "APPENDIX 4" for more details.	See document called "APPENDIX 2" for more details	See document called "APPENDIX 3" for more details	
Submission method	Direct to Lecturer for the Marketing Plan Presentation In class to Lecturer	In class to Lecturer	In class to Lecturer	
Feedback	Verbal and written feedback will be given.	Verbal feedback will be given	Written feedback will be given 2 weeks after submission date.	
Estimated student workload (hours)	30 hours	13 hours	20 hours	103 hours
<b>Learning Outcomes assessed:</b>				
1. Have a greater understanding	10		10	



	Presentation and Report (50%)	Supervisor's Report (20%)	Individual Assignment – Dossier. (30%)	Total
of the relationship of their University education to the wider world, social problems, and other challenges.				
2.Develop skills appropriate to their Participation placement, including personal, organizational, communication, and pre-professional capacities.	10	10		
3.Improve their presentation skills by preparing their final presentation for a broad public consideration.	10			
4.Be better prepared for their future in which they will be called upon to evaluate public debates about social issues, global relations, poverty, health, environmental concerns, and related topics.	10		10	
<b>Graduate capabilities assessed:</b>				
1.Critical, Analytical and Integrative Thinking				
2.Problem Solving & research capability				
3.Creative and innovative				
4.Effective communications				
5.Engaged and Ethical Local and Global citizens				
6.Socially and Environmentally Active and Responsible				

	<b>Presentation and Report (50%)</b>	<b>Supervisor's Report (20%)</b>	<b>Individual Assignment – Dossier. (30%)</b>	<b>Total</b>
7.Capable of Professional and Personal Judgement and Initiative				
8.Commitment to Continuous Learning				
<b>Total</b>	50%	20%	30%	100%

- Late submissions (up to 24 hours) will be penalised at 50% of the grade.
- Students must provide evidence of a minimum of 60 hours work placement experience and attend the two seminars scheduled for the unit to satisfy the requirements of the course.

## **Examinations**

There are no examinations for this unit.

## **ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at

[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## **GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:  
<http://www.mq.edu.au/policy/docs/grading/policy.html>

#### **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade, please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals).

#### **SPECIAL CONSIDERATION**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:  
[http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

#### **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>.

#### **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.

- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.