



# Business and Economics

## BUSINESS 111 : Understanding Business (15 POINTS)

### Course Prescription

Business involves creating and capturing value through innovation and entrepreneurship. Develops an understanding of customers and markets, and the legal, economic and social environment within which business operates, nationally and globally. Develops personal and professional capabilities needed in business, including strategies to manage self and work effectively with others.

### Course Overview

BUSINESS 111 is one of the first courses students complete in their Bachelor of Commerce and/or Bachelor of Property degree. BUSINESS 111 helps to transition students to tertiary business studies as students explore their own individual business skill sets, and consider how these might complement those of their team members.

Students taking BUSINESS 111 consider the question of 'What is a business?' through a multidisciplinary lens, as they learn how businesses create and capture different forms of value for diverse stakeholders. Students also explore the challenges and opportunities that organisations face from the broader external and market environments in which they operate. Students also consider the influences of internal factors within a business including their product offerings and designs; the transformation process; the marshalling and managing organisational resources; and the interests of different organisational actors. Finally, students consider what future business organisations might look like and the kind of organisations they themselves might like to work in or create.

The BUSINESS 111 approach to learning is designed on the principles of both flipped classroom and team learning. This approach emphasises both individual and team capabilities. The course also has an online component, called Workshop Preparation, that guides students, through the week, to complete tasks in preparation for application of their learning in the BUSINESS 111 Workshop sessions.

### Course Requirements

Restriction: BUSINESS 101, MGMT 101

### Capabilities Developed in this Course

Capability 1: Disciplinary Knowledge and Practice

Capability 2: Critical Thinking

- Capability 3: Solution Seeking  
 Capability 4: Communication and Engagement  
 Capability 5: Independence and Integrity  
 Capability 6: Social and Environmental Responsibilities

Graduate Profile: [Bachelor of Commerce](#)

### Learning Outcomes

By the end of this course, students will be able to:

1. Apply business knowledge and practice to describe perspectives on the purpose of a business, and independently identify the internal influencing factors in businesses and the challenges and opportunities provided by external factors (Capability 1 and 5.1)
2. Apply an understanding of business knowledge by thinking critically and making reasoned decisions to solve business problems both individually and in team settings. (Capability 2 and 3)
3. Demonstrate skills in academic and information literacy, and academic integrity, (in particular with respect to academic writing), and in time and self-management (Capability 4.2, 5.1 and 5.2)
4. Demonstrate skills in working and communicating effectively as a team member. (Capability 4.1, 4.2 and 4.3)
5. Use business knowledge and practice to identify and discuss business challenges, including social and environmental. (Capability 1 and 6)

### Assessments

Assessment Type	Percentage	Classification
Quizzes	10%	Individual Coursework
Written Report	15%	Individual Coursework
Group Assessment	25%	Group Coursework
Final Exam	50%	Individual Examination
4 types	100%	

Assessment Type	Learning Outcome Addressed				
	1	2	3	4	5
Quizzes	✓				
Written Report	✓		✓		
Group Assessment	✓	✓	✓	✓	✓
Final Exam	✓		✓		

Students must pass the final exam to be eligible to pass the course.

### Workload Expectations

This course is a standard 15 point course and students are expected to spend 10 hours per week involved in each 15 point course that they are enrolled in.

For this course, students can expect to spend:

- Up to 4-6 hours each week on online Workshop Preparation.
- 4 hours in BUSINESS 111 Workshops.

Optional supporting tutorials and services are also offered to BUSINESS 111 students in Summer School.

### Delivery Mode

#### Campus Experience

Attendance will be taken at the scheduled BUSINESS 111 Workshop sessions that are held twice per week, during Summer School.

As the two BUSINESS 111 Workshop sessions you have each week are live workshops. These will not be recorded.

Attendance on campus is required for the final examination.

The activities for the course are comprised of three main components. The first component is online Workshop Preparation that you complete online in Canvas, the University's Learning Management System, prior to attending class. This helps you to prepare for your BUSINESS 111 Workshop sessions and to prepare for your assessments. The second component is the two BUSINESS 111 Workshops that you attend in class and on campus each week. The final component is online After Class activities to help to consolidate your learning and prepare for your assessments. These are also completed on Canvas.

### Learning Resources

Using the University's learning management system, Canvas, students can log into the course site for BUSINESS 111. Students will access all official course information and course policies from here, follow their session-by-session Workshop Preparation tasks, and link to the Piazza online platform that we use for course communication.

The Workshop Preparation learning resources, accessible online, each week, through Canvas, will include readings, video clips, quizzes and an online weekly quiz that counts towards the final grade. There is no assigned textbook for this course.

Rather, the course reading list within Canvas provides links to a range of readings that collectively aim to cover all of the topics in this course. This approach reflects the multidisciplinary nature of both BUSINESS 111. Some of the readings in these courses will be selections that have been digitised from a range of current textbooks in business, management and marketing. Other readings will include case studies, as well as articles that have

been selected to develop our first year students' appreciation for the difference between academic journals and the popular business press.

### Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

### Other Information

In Summer School, students in BUSINESS 111 attend two BUSINESS 111 Workshops each week. Each of these sessions lasts for two hours each. These take place in a specially designed team learning laboratory. A team of workshop facilitators is involved in BUSINESS 111. Two facilitators will be managing each stream of students. Students will be introduced to their facilitators during the first workshop session. Those two facilitators will then be your first and primary contact point for course support throughout the semester. Each of your facilitators will hold office hours each week for students in your particular stream so that you can go to them with questions or concerns.

### Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

### Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting their learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

### Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

### Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html) <https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

### Learning Continuity

In the event of an unexpected disruption we undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

### Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

### Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.