

## FOUN006 Business

### Section 1: General Information

#### 1.1 Administrative Details

Subject:	Business
Code:	FOUN006
Stream	Commerce
Points	12
Pre-requisite	none

#### 1.2 Subject Workload

Number of timetabled hours per week	Number of Personal study hours per week	Total workload hours per week
4 – two (2) lectures and two (2) tutorials	4	8

#### 1.3 Pre-requisites

There are no pre-requisites for students prior to undertaking the paper.

#### 1.4 Other resource requirement

None

### Section 2: Academic Details

#### 2.1 Subject Overview

This is a 12 week, one term paper within the University of Otago's Foundation Studies Certificate. It is a compulsory paper for students studying the Commerce stream. It is a general commerce paper looking at the interaction for a business of the other commerce subjects, i.e. Accounting, Economics, Finance, Management and Marketing.

The paper focuses on how to analyse a business or industry using various analytical models such as PESTEL and SWOT Analyses and Porter's 5-Forces.

#### 2.2 Learning Objectives and Outcomes

At the end of this paper, successful students will have:

1. Describe the elements and nature of the business environment.
2. Describe and give examples of the external forces that shape business operations using the PESTEL model.
3. Research and analyse a publicly listed company.
4. Use Michael Porter's 5 Forces to model an industry.
5. Develop skills in using a case study approach to business studies

#### 2.3 Subject Content

Lectures are delivered 'face to face' by the lecturer. There is a base set of notes that need to be covered from the student workbook with the corresponding PowerPoint presentation, which reinforces those lecture notes. PowerPoint lectures are available on Blackboard and are available to students in advance of the lecture.

## 2.4 Teaching Method/Strategies

Each unit is taught through the lecture/ tutorial activities, teachers reinforce the student's understanding of the learning aims, key features, causes, effects and linkages.

In some units of work, there are more activities than students can cover in one tutorial session and may be assigned as homework. Methods include teacher-led discussion, small group activities, note taking, individual activities etc. These are included in the student workbook so students can reinforce their knowledge and understanding in their own time. It also allows teachers to select activities suitable for their classes.

Answers to the short answer activities are in the teacher's handbook. The course emphasises business interpretation and seeks to increase students' skills in developing arguments to support a position taken.

Short answer writing skills: The development of good 'passage writing' by students, in answering key focus questions, is an important part of this paper. Therefore, passage writing is emphasised from week three of this paper (to coincide with passage writing in Academic English I). There is regular setting (and feedback) of passage writing for homework.

## 2.5 Assessment

Assessment Type	When	Weighting	Learning Outcomes Assessed
Internal	Week 7	10%	1, 2 and 5
Internal	Weeks 3 - 10	20%	2, 3 and 4
Final Examination	Week	75%	1, 2, 4 and 5

### 2.5.1 Assessment Strategy

Students receive regular feedback on passage writing and presentation skills as a method of formative assessment to encourage student improvement in content as well as academic writing skills.

Summative assessment includes a variety of methods within the week 7 test, a comprehensive analysis of a company, including the use of at least one analytical model taught, as a paired activity and the final examination.

### 2.5.2 Hurdle Requirement

In order to pass this paper, students must obtain an overall mark of 50% (C-) or better.

### 2.5.3 Assessment Details

Assessment formats:

Test (10%) on weeks 1 - 5: the business environment and PESTEL analysis

Held in week 7. 45 minutes.

- 10 Multi Choice Qs (10 marks)
- 2 Short Answer Qs (5 marks)
- 1 Passage Writing Question (10 marks)
- Total: 25 marks.

Final Exam (75%) covers all topics.

2 hours

- 25 Multiple choice Qs (25 marks)
- 2 Passage Answer Qs (20 marks)
- Case Study, 3 questions (30 marks)

- Total out of 75 marks
- Students will be provided with a practice exam and the exam case study during week 10.

## 2.6 Prescribed and Recommended Reading

Prescribed Text: Refer to the Foun006 'Business' student workbook

Recommended readings and websites:

Given the focus of this paper on the general business environment, there is no prescribed additional readings. Suitable sources are advised and given to students throughout the paper, these tend to change over time but include news sources for current business development such as the [www.rbnz.govt.nz](http://www.rbnz.govt.nz) the New Zealand Herald and for an international perspective the Economist magazine and website and [www.bloomberg.com](http://www.bloomberg.com).

Refer to sources in Teacher Guide booklet.

### 3. Subject Details

#### 3.1 Weekly Schedule

Teaching Outline FOUN006 Business Term 2 2019

Week	Lecture	Tutorial	Lecture	Tutorial
1	L1.1 Introduction to Business	T1.1 Introductory Tutorial	L1.2 Financing the Business (see T2.2 for details)	T1.2 Business Finance Assignment
2	L2.1 The Business Environment	T2.1 The Business Environment	L2.2 PESTEL Analysis Political Environment	T2.2 Assessment information <b>Assignment 20%</b>
3	L3.1 Economic Environment	T3.1 The Political Environment	L3.2 Socio-cultural Environment	T3.2 Economic Environment
4	L4.1 Technological Environment	T4.1 Socio-cultural Environment	L4.2 The Physical Environment	T4.2 Technical and Physical Environment
5	L5.1 The Legal Environment	T5.1 The Legal Environment	L5.2 Market Structures SWOT Analysis	T5.2 Consolidation
6	L6.1 Market Structures Porter's 5 forces (1/2)	T6.1 Case studies – McDonalds SWOT	L6.2 Market Structures Porter's 5 forces (2/2)	T6.2 Case studies – McDonalds PESTEL
7	Wk7.1  <b>TEST 10%</b> <b>Covers work weeks 1-5</b>		L7.2 Case Study	T7.2 Case studies – McDonalds 5-Forces
8	L8.1 Strategy and Competition	T8.1 Competition	L8.2 Business Culture and Failure	T8.2 <b>Assignment Group Tutor meeting.</b>
9	L9.1 Ethics in Business	T9.1 Business Failure and Ethics	L9.2 International Business	T9.2 University Visit
10	L10.1 Globalisation <b>Report due 15%</b>	T10.1 Globalisation	L10.2 Exam case introduced and discussed	T10.2 Presentation – Prep.
11	Wk.11.1  <b>Presentations 5%</b>		L11.2 Introduce case Study	T11.2 Case study
12	L12.1 Consolidation and Revision Session	T12.1 Consolidation and Revision Session	L12.2 Consolidation and Revision Session	T12.2 Consolidation and Revision Session