

BUSM 1001 BUSINESS ACADEMIC SKILLS

Credit Points 10

Legacy Code 200336

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Description This is a foundation unit that addresses academic essay writing skills relevant to business and economic issues. The unit is designed to develop basic student proficiencies such as information collection, analysis and evaluation, and logical reasoning skills. Through the analysis of ethical issues, this unit teaches students to research; reference using the College of Business and Law's Harvard style; analyse data; develop an argument; and write an academic essay.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects BUSM 1034 - Business Skills and Communication
BUSM 1002 - Business Academic Skills (UWSC) BUSM 1003 - Creative Industries Business Academic Skills

Restrictions External offerings for this subject are only available to students who are enrolled in a Property program or field of study.

Assumed Knowledge

HSC English or equivalent.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse assessment tasks to determine requirements and appropriate composition and response;
2. Undertake library searches and evaluate business and economics literature with regard to explicit and implicit assumptions, logic of arguments and appropriateness;
3. Organise and analyse information to develop a position and supporting arguments;
4. Prepare written texts which are well structured, cohesive and appropriately cited;
5. Identify issues of integrity and ethical practices in academic and business contexts.

Subject Content

- academic integrity and ethics
- academic essays
- Researching and referencing
- reading and Evaluating sources
- note-taking and organising information
- Constructing A thesis
- developing, supporting and documenting An argument
- Paragraphs and sentences
- Coherence and voice
- introductions and conclusions

- Proofreading and editing

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Portfolio	Online – 3x MyWritingLab Modules and 2x library quizzes	10	N	Individual
Annotated Bibliography	500 words	5	N	Individual
Critical Review	50 words	1.5	N	Individual
Literature Review	500 words	6	N	Individual
Proposal	300-500 words	7.5	N	Individual
Essay	1000 words	20	N	Individual
Essay	1200 words	50	Y	Individual

Prescribed Texts

- Campbell, N (ed.) 2011, Business academic skills 2011, 4th edn, Pearson Education, Sydney Australia [Custom Publication designed for this unit]

Teaching Periods