

# BUSM 7093 THE BUSINESS ENVIRONMENT

**Credit Points** 10

**Legacy Code** 200783

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**Description** This unit introduces students to different aspects of the business environment so they develop a general understanding of a wide range of topics within the field of commerce. Management, marketing, legal and economic perspectives are explored as components of business structures taking into account the interactions between political, social, and fiscal environments. It is recommended that students undertake this unit in their first quarter of study.

**School** Business

**Discipline** Business Management

**Student Contribution Band** HECS Band 4 10cp

**Level** Postgraduate Coursework Level 7 subject

**Incompatible Subjects** LGYA 4461 - Operations Management  
ECON 7001 - Economics (PG) BUSM 7010 - Business Operations Management  
BUSM 7044 - Information for Business LGYA 8762 - International Business Environment

## Restrictions

Students must be enrolled in 5502 Graduate Certificate in Business Administration, 2755 Master of Business Administration, 2757 Graduate Certificate in Business Administration, 2762 Executive Master of Business Administration.

## Learning Outcomes

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

1. Identify a range of different business structures and the environment in which they operate;
2. Interpret the implications of business decision making across all key areas of business activity;
3. Consider the commercial importance and relevance of corporate sustainability and social responsibility in business decision making.

## Subject Content

Terms and concepts related to a variety of business models  
Different business structures and the institutions that make up the economy

The mixed economy and the role of the government

The macro economic environment, including the global environment

Introductory business law and how it impacts corporate activity

Sustainability and corporate social responsibility issues related to business operations

## 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
Individual case studies	500 words	30	N	Individual
Individual - presentation - and summary - based on a weekly topic	10-15 minutes and 500 words minimum	20	N	Individual
Final exam	2 hours	50	Y	Individual

## Prescribed Texts

- Bovee C.L and Thill J.V (2011) *Business in Action*, 5th Edition, Prentice Hall (Pearson)

## Teaching Periods