

BSD106 Dynamic Markets

To view more information for this unit, select Unit Outline from the list below. Please note the teaching period for which the Unit Outline is relevant.

Unit Outline: College 1 2024, Kelvin Grove, Internal

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Unit code:	BSD106
Credit points:	12
Equivalent:	BSB106, BSD126
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Disclaimer - Offer of some units is subject to viability, and information in these Unit Outlines is subject to change prior to commencement of the teaching period.

Overview

In this introductory business core unit, you will explore how value is created for organisations and customers through the process of exchange in dynamic market environments. You will learn about how businesses interact with consumers and other stakeholders, gain an understanding of the forces that drive behaviour in different market settings, and explore strategies organisations use to enter and operate within dynamic markets to co-create value with customers and stakeholders. This unit is relevant to students of all business disciplines, introducing you to evidence-based skills needed to analyse and critically appraise the trade-offs required to create value and succeed in complex business settings. Along with the rest of the introductory business core, this unit forms the foundation for further study across the breadth of business disciplines, introducing you to business capabilities to prepare you for the future world of work and inspire your career.

Learning Outcomes

On successful completion of this unit you will be able to:

1. Articulate key concepts describing how organisations and customers co-create value, and apply them to contemporary business issues. [KS 1.1, PC 3.1]
Relates to: [Diploma Business Capabilities: KS \(1.1\), PC \(3.1\)](#)
2. Apply an understanding of the factors and strategies informing how organisations enter and succeed within markets to business cases in national and international contexts. [KS 1.1, HO 2.1]
Relates to: [Diploma Business Capabilities: HO \(2.1\), KS \(1.1\)](#)
3. Critically analyse real- world businesses, markets and issues to develop and convey strategic recommendations and solutions for organisations. [HO 2.2, PC 3.2, SE 5.1]
Relates to: [Diploma Business Capabilities: HO \(2.2\), PC \(3.2\), SE \(5.1\)](#)
4. Use professional communication skills and technologies to present ideas and business solutions to diverse audiences. [KS 1.2, PC 3.1, PC 3.2]
Relates to: [Diploma Business Capabilities: KS \(1.2\), PC \(3.1\), PC \(3.2\)](#)
5. Work in diverse teams using effective teamwork tools and skills to create and convey recommendations to business audiences [TS 4.2]
Relates to: [Diploma Business Capabilities: TS \(4.2\)](#)

Content

This unit will introduce you to foundational knowledge of concepts, practices and contemporary issues of marketing, microeconomics and international business, including:

- products and consumer behaviour
- strategy and pricing
- market structures and competition
- culture and ethics

QUT Business Capabilities (Diploma)

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The content and assessment in this unit are aligned to a selection of the following set of QUT Business Capabilities, also known as Assurance of Learning Goals (AoLs). Developing these capabilities will assist you to meet the desired graduate outcomes set at QUT and equip you with the knowledge and skills to succeed in your chosen career.

Knowledge and Technological Skills (KS)

1.1 Demonstrate and apply theoretical and technical knowledge across the broad field of business.

1.2 Apply technical and technological skills to real world business purposes and contexts.

Higher Order Thinking (HO)

2.1 Investigate real world business problems, situations and requirements through the effective analysis, evaluation and synthesis of theoretical and practical knowledge and information.

2.2 Apply cognitive, technical and creative skills to develop and evaluate approaches and perform business operations that effectively respond to a diverse range of real world business problems and needs.

Professional Communication (PC)

3.1 Apply professional communication and academic literacy knowledge and skills to communicate effectively in written forms appropriate for diverse business and academic literacy purposes and contexts.

3.2 Apply professional communication and academic literacy knowledge and skills to communicate effectively in oral forms appropriate for diverse business and academic literacy purposes and contexts.

Teamwork and Self (TS)

4.1 Exercise initiative and judgement and personal responsibility to enhance organization and performance of own work and demonstrate self reflection in relation to own learning and practice.

4.2 Exercise initiative and judgement in planning, organizing and evaluating teamwork.

Social, Ethical and Global Understanding (SE)

5.1 Apply knowledge of ethical and legal responsibility perspectives in analyzing and addressing business issues.

5.2 Apply knowledge of socially responsible behaviour in analysing and addressing business issues across business contexts.

Learning Approaches

In this unit, you will learn by engaging in problem- and case-based activities designed to introduce you to key knowledge and skills that are relevant to all business careers. You will explore contemporary business issues relating to how firms operate and interact in the markets in which they are located, and learn about foundational concepts and practices from the disciplines of marketing, economics and international business via content delivered online and in class. In workshops and tutorials, you will practise and develop important competencies in the area of evidence-based management, applying your knowledge to authentic, real-world contexts and problems. You will be expected to attend and contribute regularly to tutorials, and work through content and self-directed formative learning activities presented on the unit Canvas site before and after class to supplement your learning.

Feedback on Learning and Assessment

Students will receive feedback in various forms throughout the semester which may include:

- Informal: worked examples, such as verbal feedback in class, individual consultation
- Formal: in writing, such as checklists (e.g. criteria sheets), written commentary
- Direct: to individual students, either in written form or in consultation
- Indirect: to the whole class

Assessment

Overview

The assessment tasks in this unit are designed to provide you with opportunities to practise and develop the evidence-based skills needed to understand and respond to real-world challenges within dynamic market settings and communicate effectively to professional audiences.

Unit Grading Scheme

7- point scale

Assessment Tasks

Assessment: Business environment analysis

Individually, prepare a culture reflection outlining individual strengths and challenges demonstrating a clear understanding about how your group will work effectively together to respond to the group task. With your group you are also required to analyse and present information on how the business environment impacts a particular case organisation.

This is an assignment for the purposes of an extension.

Formative or Summative: Formative and Summative

Business Capabilities (AoL goals): KS (1.2), PC (3.1), TS (4.2)

Weight: 30

Length: Individual: 400 words; Group: one A3 page plus 750-word summary and group contract

Individual/Group: Individual and group

Due (indicative): Week 6

Related Unit learning outcomes: 1, 4, 5

Related Standards: Diploma Business Capabilities: KS (1.2), PC (3.1), TS (4.2)

Assessment: Strategy Presentation

Using evidence-based analysis and professional presentation skills, present and defend strategic recommendations in relation to the problem identified in the business environment analysis.

Formative or Summative: Formative and Summative

Business Capabilities (AoL goals): HO (2.2), PC (3.2), TS (4.2), SE (5.1)

Weight: 30

Length: 10-minute oral presentation in class, including Q&A plus peer evaluation

Individual/Group: Group

Due (indicative): Week 9

Related Unit learning outcomes: 3, 4, 5

Related Standards: Diploma Business Capabilities: HO (2.2), PC (3.2), SE (5.1), TS (4.2)

Assessment: Case Analysis

Use an evidence-based approach to critically analyse a case to determine and explain the market factors contributing to a business success or failure and present your findings in a business report written for a managerial audience.

This is an assignment for the purposes of an extension.

Formative or Summative: Summative

Business Capabilities (AoL goals): KS (1.1), HO (2.1, 2.2), PC (3.1)

Weight: 40

Length: 1,500 words

Individual/Group: Individual

Due (indicative): Week 13

Related Unit learning outcomes: 2, 3, 4

Related Standards: Diploma Business Capabilities: HO (2.1), HO (2.2), KS (1.1), PC (3.1)

Academic Integrity

Academic integrity is a commitment to undertaking academic work and assessment in a manner that is ethical, fair, honest, respectful and accountable.

The [Academic Integrity Policy](#) sets out the range of conduct that can be a failure to maintain the standards of academic integrity. This includes, cheating in exams, plagiarism, self-plagiarism, collusion and contract cheating. It also includes providing fraudulent or altered documentation in support of an academic concession application, for example an assignment extension or a deferred exam.

You are encouraged to make use of QUT's learning support services, resources and tools to assure the academic integrity of your assessment. This includes the use of text matching software that may be available to assist with self-assessing your academic integrity as part of the assessment submission process.

Breaching QUT's [Academic Integrity Policy](#) or engaging in conduct that may defeat or compromise the purpose of assessment can lead to a finding of student misconduct ([Code of Conduct – Student](#)) and result in the imposition of penalties under the [Management of Student Misconduct Policy](#), ranging from a grade reduction to exclusion from QUT.

Resources

Weekly resources will be made available on the unit Canvas site.

Risk Assessment Statement

There are no out-of-the ordinary risks associated with this unit. You should, however, familiarise yourself with evacuation procedures operating in the buildings in which you attend classes and take the time to view the [Emergency video](#).

Standards/Competencies

This unit is designed to support your development of the following standards/competencies.

QUT Business Capabilities (Diploma)

HO (2.1): Critical Analysis

Relates to: [ULO2](#), [Case Analysis](#)

HO (2.2): Independent Judgement and Decision-Making

Relates to: [ULO3](#), [Strategy Presentation](#), [Case Analysis](#)

KS (1.1): Discipline Knowledge

Relates to: [ULO1](#), [ULO2](#), [Case Analysis](#)

KS (1.2): Technical and Technological Skills