



UNSW Business School - BCom Integrated First Year Courses

The UNSW Business School has made exciting changes to the curriculum of our Bachelor of Commerce to ensure that UNSW Business School continues to deliver a world class, market leading degree that prepares graduates to achieve their career goals.

Changes to the program have been informed by extensive research with students, alumni and employers. The new curriculum will commence with our 2021 intake.

We are looking for sessional academics who don't have to be an expert in all disciplines involved in each of the IFY course(s) they teach, but need to be conversant with and passionate to learn and integrate various disciplines.

Bachelor of Commerce – Integrated First Year

- Integrated First Year curriculum consists of 8 new courses (48 UOC) and a non-credit bearing myBCom Blueprint primer, which collectively introduce students to the broad business content, transferrable business skills, and personalised career development learning.
- All courses have been developed with an interdisciplinary and collaborative approach and ensured that the content is genuinely integrated. Each of these course deliveries will include a teaching team that consists of course facilitators from the relevant disciplines and a course coordinator to lead the teaching team.
- All courses will involve either tutorials or workshops (tutorials with the format of intensive workshops) for which we are now calling for expressions of interest.

UNSW Business School's New Integrated First Year – UNIFY (48 UOC)
<p>Theme 1 – Business Management (4 courses) <i>"Looking at what goes on inside an individual organisation"</i></p> <ol style="list-style-type: none"> 1. COMM1140 Financial Management (prerequisite for COMM1170, COMM1180) 2. COMM1170 Organisational Resources 3. COMM1180 Creating Shared Value 4. COMM1190 Data, Insights and Decisions
<p>Theme 2 – Business Ecosystem (2 courses) <i>"Considering the broader environment in which an organisation operates"</i></p> <ol style="list-style-type: none"> 1. COMM1100 Business Decision Making (prerequisite for COMM1150) 2. COMM1150 Global Business Environments
<p>Theme 3 – Skills and Capabilities (2 courses) <i>"Equipping you with a suite of skills and capabilities"</i></p> <ol style="list-style-type: none"> 1. COMM1110 Evidence-based Problem Solving (prerequisite for COMM1190) 2. COMM1120 Innovation and Collaboration in Business

COMM1100 – Business Decision Making

This is the first course in the Integrated First Year of the Bachelor of Commerce and offers students a rigorous introduction to business decision-making. Taking the perspective of a manager, students learn about economic, corporate responsibility and legal principles to understand what organisational actors need to consider and what actions they might take. Fundamental economic principles inform managers to ask and answer questions about how the economy works, and how these principles influence the decisions that individuals and organisations make. Core legal principles guide managers to protect value for owners and other stakeholders, and to protect both managers and organisations from public and private legal actions arising from their decisions. Corporate sustainability principles direct managers to meet the organisation's responsibilities to a range of stakeholders and help explain why organisations may not always make the best decisions.

This course will be offered in Term 1, Term 2 and Term 3 in 2021, and require Tutors to teach in 2-hour tutorials.

Disciplines involved:

- Economics
- Management
- Accounting (Taxation and legal aspects)

Skills, experience and/or qualifications specific to this course expected to teach tutorials:

1. Corporate Responsibility
2. Microeconomics
3. Legal principles of business (Contracts, IP, Consumers, Taxes, Regulation)
4. Organisational Behaviour and culture
5. Problem-based learning
6. Ability to integrate student knowledge across 3 main disciplines of this course

COMM1110 – Evidence-based problem solving

Effective problem solving is a core capability of a successful business professional, and UNSW Commerce students need to demonstrate problem solving initiative and confidence in their studies and professional careers. Evidence-based Problem Solving introduces students to the fundamentals of a deliberate and structured approach to problem solving, balancing analysis and judgement, to avoid the common pitfalls of problem solving in organisations. The importance and power of evidence, and familiarity with the different sources of evidence, are critical for identifying, solving and communicating a problem.

Starting from business problems that organisations are confronted with, students will develop their ethical judgement, reasoning and analysis skills, and work with both quantitative and qualitative data as a preparation for critical interpretation of data. In addition to developing an analytical mindset and new ways of working with data, students are also introduced to the basic statistical skills required for working with small data sets. This prepares students for working with big data sets and mastering common analytics tools in COMM1190 Data, Insights and Decisions. This course is a fully problem-based learning course that starts with a multi-faceted problem.

This course will be offered in Term 1, Term 2 and Term 3 in 2021, and requires Tutors to teach in 2-hour tutorials.

Disciplines involved:

- Risk and Actuarial Studies
- Economics
- Management

Skills, experience and/or qualifications specific to this course expected to teach tutorials:

1. Structured Problem Solving
2. Evidence-based inquiry
3. Data Analysis (Qual and Quant)
4. Statistics
5. Ethical frameworks in decision making
6. Problem-Based Learning
7. Excel experience required, Power BI experience desirable

COMM1120 – Collaboration and Innovation in Business

“Imagination is more important than knowledge. For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.” (Albert Einstein). This course will introduce students to creative thinking tools, design thinking and lean canvas methodology to generate, develop and evaluate innovate ideas and concepts for complex societal or business challenges.

Across every business function, creativity is central to solving complex problems, exploring new strategies and working effectively within an organisation. We implement creativity through a divergent exploration of the drivers and motivations of diverse stakeholders, before applying a convergent project management process to implement an effective solution.

This course takes a hands-on project-based approach, focusing on the big picture challenges facing businesses in the 21st century. We explore how business can react to black swan events, working through these complex practical challenges in diverse student teams. This gives students ample opportunity to develop their creative mindset, identify and test different ideas, and learn how to present their content in an engaging and persuasive way to influence others.

This course will be offered in Term 1, Term 2 and Term 3 in 2021, and requires Workshop Leaders to facilitate the approximately 3-hour workshops.

Disciplines involved:

- Marketing
- Centre for Social Impact
- Management

Skills, experience and/or qualifications specific to this course expected to facilitate workshops:

1. Innovative thinking and ideation (design thinking, double diamond, etc)
2. Creativity
3. Pitching
4. Demonstrated project management skills in a variety of contexts
5. Keen interest in the process of innovation, including but not limited to, product design, businesses processes, new approaches to market, value creation.
6. Collaboration and Teamwork

COMM1140 – Financial Management

This course teaches fundamental concepts and skills related to how organisations account for and financially report their business activities, and how you can comprehend, interpret and analyse the financial information that they report. It also introduces contemporary extended reporting practices (such as integrated reporting) that provide further insight into an organisation's financial, social, and environmental impact. By the end of the course, students will develop sufficient financial literacy to read financial reports, interpret and analyse a company's financial position and performance, control cash and other business assets, identify links between financial reporting and capital markets, and recognise sustainability and ethical issues in financial reporting.

This course will be offered in Term 1, Term 2 and Term 3 in 2021, and requires Tutors to teach in 2-hour tutorials.

Disciplines involved:

- Accounting
- Banking and Finance

Skills, experience and/or qualifications specific to this course expected to teach tutorials:

1. Accounting fundamentals (Accounting equation, financial statements, double-entry, accrual accounting, managing cash flow, audit, internal controls, corporate governance, extended reporting frameworks)
2. Finance fundamentals (Du Pont, EPS analysis, Capital markets, debt and equity markets)

COMM1150 – Global Business Environments

COMM1100 explored the fundamental decisions that managers need to make to keep the organisation running successfully, and did so from the perspective of a structured environment. However, businesses do not operate in isolation: an organisation and the decisions their managers make exist in broader, often complex and dynamic environments. Global Business Environments now introduces the interplay of organisations with their environmental contexts to achieve both commercial and societal value. It prompts students to investigate global business environments with economic, legal, political, socio-technological, ethical and sustainability lenses to sense disruptions and opportunities. This includes an understanding of the UN's Sustainable Development Goals (SDGs) and Principles of Responsible Management Education (PRME) and UNSW's commitment to both.

This course will be offered in Term 2 and Term 3 in 2021, and requires Tutors to teach in 2-hour tutorials.

Disciplines involved:

- Economics
- Centre for Social Impact
- Management (including governance)

Skills, experience and/or qualifications specific to this course expected to teach tutorials:

1. Macroeconomic principles
2. Sustainability and UN's SDGs
3. Management/Organisational culture studies
4. Global Business

5. Legal and political environment
6. Technology and applications to business/society

COMM1170 – Organisational Resources

Sourcing, developing, deploying and mobilising resources is fundamental to creating value and achieving sustainable competitive advantage. In this course, students identify the different types of financial and non-financial resources of an organisation, and learn contemporary performance measures for different resource categories, before focusing on three key resources to maximise value for major stakeholders: People, technology, and capital.

This course will be offered in Term 2 and Term 3 in 2021 and requires Tutors to teach in 2-hour tutorials.

Disciplines involved:

- Accounting
- Banking and Finance
- Information Systems and Technology Management
- Management

Skills, experience and/or qualifications specific to this course expected to teach tutorials:

1. Experience with quantitative and qualitative skills
2. Human resource management and strategy
3. IT use in organisations (e.g., enterprise resource planning system, programming or innovative use of IT) and related issues such as the identifying and justifying business values of various technological systems, challenges in implementing those systems
4. Financial resources in organisations; capital structure; capital raising; equity and debt instruments
5. **Accounting** cost classifications (direct costs, indirect costs, what is overhead, basic overhead allocation) and budgeting (technical steps as well as the purpose and use of budgets)

COMM1180 – Value Creation

The ultimate purpose of an organisation is to create value, whether it is financial or non-financial. This interdisciplinary course introduces students to the fundamentals of how an organisation identifies and taps into sources of value to meet organisational objectives. Starting from an understanding of what value is from different perspectives, students learn basic tools to understand when value is (and is not) created, and to measure value. Creating Value focuses on value created from digital strategy, customers, and capital for all stakeholders. By taking an active problem-based learning approach, students will be able to appreciate the difference between business value (in a financial sense), sustainable value and social responsibilities.

This course will be offered in Term 2 and Term 3 in 2021, and requires Tutors to teach in 2-hours tutorials.

Disciplines involved:

- Accounting
- Banking and Finance
- Information Systems and Technology Management
- Marketing

Skills, experience and/or qualifications specific to this course expected to teach tutorials:

1. Fundamental finance concepts (Equity valuation, annuities, bonds, investment decisions, cost of capital)
2. Pricing and CVP
3. Generating value from technology innovations and market opportunities
4. Value creation from various stakeholder perspectives
5. Keen interest to lead tutorial activities that explore the links, synergies and trade-offs of the various types of value

COMM1190 – Data, Insights and Decisions

Students learn the fundamental analytical and statistical tools an organisation uses to gain insights about customers, markets, competitors and itself. In this course students apply statistics and data analysis skills to real large data sets with a focus on applications, rather than methods. They will learn how to describe, collect/source and analyse business data from a variety of business domains such as finance, marketing, management, risk analysis etc. Effectively communicating data insights and recommendations to a non-technical audience, including data visualisation and simple dashboards, rounds off this highly applied and hands-on course.

This course will be offered in Term 2 and Term 3 in 2021 and requires Workshop Leaders to facilitate the approximately 2 hours workshops.

Disciplines involved:

- Economics
- Information Systems and Technology Management
- Risk and Actuarial Studies
- Marketing

Skills, experience and/or qualifications to this course expected to facilitate workshops:

1. Data Analysis
2. Data Visualisation
3. Legal/Ethical aspects of Data and information
4. Predictive Analytics