

Unit Outline

BLAW1002 Markets and Legal Frameworks Semester 1, 2021

Unit study package code:	BLAW1002
Mode of study:	Internal
Tuition pattern summary:	Note: For any specific variations to this tuition pattern and for precise information refer to the Learning Activities section. Lecture: 1 x 1.5 Hours Weekly Tutorial: 1 x 1.5 Hours Weekly This unit does not have a fieldwork component.
Credit Value:	25.0
Pre-requisite units:	Nil
Co-requisite units:	Nil
Anti-requisite units:	Nil
Result type:	Grade/Mark
Approved incidental fees:	Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/incidental_fees.cfm for details.
Unit coordinator:	



Title: Dr
Name: Christian Duperouzel
Phone: 08 9266 7105
Email: C.Duperouzel@curtin.edu.au
Location: Building: 407 - Room: 325
Consultation times: TBA

Teaching Staff:

Administrative contact:	Name: Christian Duperouzel
	Phone: 08 9266 7105
	Email: C.Duperouzel@curtin.edu.au
	Location: Building: 407 - Room: 325

Learning Management System: [Blackboard](https://lms.curtin.edu.au) (lms.curtin.edu.au)

Acknowledgement of Country

We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present. The [Centre for Aboriginal Studies](#) aspires to contribute to positive social change for Indigenous Australians through higher education and research.

Syllabus

This unit explores how key business disciplines are connected. Students will develop an understanding of market types, and how business and marketing strategies can create value and impact upon society and the environment. Students will also develop an understanding of the relationship between a business enterprise and various stakeholders, including government, customers and the broader community. The unit also explains basic concepts of law and regulation, and identifies the legal structures of business.

Introduction

Welcome to Markets and Legal Frameworks.

Please read this unit outline carefully as it contains important information.

The aim of this unit is to coherently bring together economic, marketing and legal concepts that show students how these disciplines work together at a system level to influence the behaviour of individuals, governments and business entities. An experienced multi-disciplinary teaching team has been assembled to assist students in drawing these connections in the lectures and tutorials. The work that is undertaken in completing the assessment items will also serve to ground these important learnings.

Unit Learning Outcomes

All graduates of Curtin University achieve a set of six Graduate Capabilities during their course of study. These inform an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and capabilities which employers would value in a professional setting. Each unit in your course addresses the Graduate Capabilities through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes notify you of what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your knowledge of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating you will have achieved all of Curtin's Graduate Capabilities through the assurance of learning processes in each unit.

On successful completion of this unit students can:		Graduate Capabilities addressed
1	Describe the relationship between business and various stakeholders, showing how key business disciplines are interconnected	 
2	Understand how the economy affects the business environment and the role of responsible business in global society	 
3	Understand different market types and business structures, and explain how they are regulated	
4	Explain how business and marketing strategies can create value through application of economic principles	
5	Explain basic concepts of business law using relevant information pertaining to business regulation and compliance	 

Curtin's Graduate Capabilities

	Apply discipline knowledge, principles and concepts		Innovative, creative and entrepreneurial		Effective communicators with digital competency
	Globally engaged and responsive		Culturally competent to engage respectfully with local First Peoples and other diverse cultures		Industry connected and career capable

Find out more about Curtin's Graduate Capabilities at the Curtin Learning and Teaching website: clt.curtin.edu.au

Learning Activities

Acknowledging that everyone learns differently, we have developed a wide range of learning activities to support students in this unit. We want your commitment to engage with the materials and work to succeed, and in return we have developed an extensive range of supports and activities to help you get there. Please read the below very carefully to ensure you receive maximum benefit from the resources available.

Lectures

Pre-recorded online lectures are made available each week to explain key concepts. We move quite quickly in this course and if you miss key concepts it can be difficult to catch up. Lectures are designed to be engaging and we will include plenty of practical advice as well as challenge you to think and question.

The lecture recordings for each module will be posted to blackboard no later than Monday of the week in which that content is due to be covered (see Program Calendar). This is to allow the attending staff member to freshly record the content using recent examples.

Tutorials

Each week you should participate in a Tutorial. The objective of the tutorials is to provide you with a strong theoretical and practical grounding of each topic. In tutorials you will be engaged in individual and small group work with your tutor. These sessions are also an opportunity for you to ask for assistance in relation to any concepts or problems covered. A significant number of the tutorial sessions will also be dedicated towards helping you prepare for the various assessments to be completed for the unit. Therefore, it is imperative that you place a high priority on tutorial participation.

For some of you, your registered tutorial will be held on campus and for others, your tutorial will run online via Blackboard Collaborate.

For those who have registered to attend a face to face tutorial, you will know your venue information.

For those who have registered in an online tutorial, your venue is listed as 'ONLINE' which means you attend your weekly online tutorial on Blackboard. For those students who are attending the tutorial ONLINE, you are still registered into a specific online class through your student OASIS timetable. This means you will attend your ONLINE weekly tutorial on a particular day and time. Instructions on how to access these Collaborate tutorials will be posted to blackboard as an announcement in the first week of semester.

Important to note: Tutorials will start in **Week 2**, and deal with the material covered in the previous week's lecture.

Students who wish to receive additional assistance and feedback on the weekly topics covered can email their lecturer or tutor, or alternately, they can post their query to the Ed forum via blackboard which will be staffed by tutors. Please allow for up to 48 hours for a response to any forum query that you post, although the response time will be shorter around the time that assessments are due.

Learning Resources

Library Reading List

The Reading List for this unit can be accessed through Blackboard.

Recommended texts

You do not have to purchase the following textbooks but you may like to refer to them.

- There is no prescribed textbook for this unit. Rather for each study module, a number of supporting materials have been provided to assist students' learning of the content taught in the lectures. It is thus recommended that students work their way through these supporting materials from week to week as the content is taught in class.

Assessment

Assessment policy exemptions

- There are no exemptions to the assessment policy

Assessment schedule

	Task	Value %	Date Due	Unit Learning Outcome(s) Assessed	Late Assessments Accepted?*	Assessment Extensions Considered?*
1	In-class pitch/poster presentation	30%	Week: 7 Day: Friday 16 April 2021 Time: 11.59pm (WST)	4	No	No
2	Economical principles Q and A	30%	Week: 10 Day: Friday 7 May 2021 Time: 11.59pm (WST)	1,2,3	Yes	Yes
3	Legal case study and essay	40%	Week: 13 Day: Friday 28 May 2021 Time: 11.59pm (WST)	1,2,3,5	Yes	Yes

*Please refer to the Late Assessment and the Assessment Extension sections below for specific details and conditions.

Detailed information on assessment tasks

- In groups of three or four, students are to make a 5 minute pitch for an idea to create value for an app. This pitch will be worth half the marks for this piece of assessment (15 marks). The other 15 marks will be allocated towards the creation of an A3 poster that supports the details conveyed by the pitch. More information on this piece of assessment will be provided in the early weeks of the study period.

The grouping of students for the purposes of this assessment will take place in the week three tutorials, which students must attend in person (if tutorial is on campus) or online (if registered in an online tutorial).

Important to note: If you/your group are enrolled in an on campus tutorial, you will be presenting your poster/pitch during your scheduled tutorial time in Week 7. For students who are enrolled in an online tutorial, your group will have until the said due date/time to submit this assessment electronically via turnitin (instructions will be provided in due course on how to do this).

- For this individually written assignment students will be required to answer a series of questions

pertaining to the economic content taught in the unit. These questions will be posted to blackboard a number of weeks prior to the due date with detailed instructions on how to go about the task, and other matters such as the word limit to be observed, how to submit your assignment electronically through the turnitin system on blackboard, and the appropriate labelling of your assignment document.

3. This individually written assignment, which has a law focus, will require students to answer questions based on a case study scenario. The assignment questions and detailed instructions on how to answer them will be posted to blackboard just after the previous assessment is due. Similar to the second assessment, a soft copy version of your assignment will need to be submitted electronically through the turnitin system on blackboard.

Pass requirements

To pass this unit a student must have a cumulative result of 50% or more across all pieces of assessment. Failure in any one (or more) pieces of assessment does not mean you will fail the unit, but it does make it more difficult to pass.

Assessment Moderation

Fair assessment through moderation

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that students work is evaluated consistently by assessors. Minimum standards for the moderation of assessments are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/findapolicy/

Pre-marking moderation

Set marking guide with detailed instructions for markers.

Intra-marking / Post-marking moderation

Moderation of a sample of papers assessed by each marker for the assessment.

Late assessment

Where the submission of a late assessment is permitted, late penalties will be consistently applied in this unit.

Where a late assessment **is** permitted for an assessment item or the entirety of the unit (refer to the Assessment Schedule table in this Unit Outline) and the student does not have an approved assessment extension:

1. For assessment items submitted within the first 24 hours after the due date/time, students will be penalised by a deduction of 5% of the total marks allocated for the assessment task;
2. For each additional 24 hour period commenced an additional penalty of 10% of the total marks allocated for the assessment item will be deducted; and
3. Assessment items submitted more than 168 hours late (7 calendar days) will receive a mark of zero.

Where late assessment **is NOT** permitted for an assessment item or the entirety of the unit (refer to the Assessment Schedule table in this Unit Outline) and the student does not have an approved assessment extension:

1. All assessment items submitted after the due date/time will receive a mark of zero.

Assessment extension

Where an application for an assessment extension **is** permitted for an assessment item(s) within this unit (refer to the Assessment Schedule table in this Unit Outline):

1. A student who is unable to complete an assessment item by/on the due date/time as a result of exceptional circumstances beyond the student's control, may apply for an assessment extension on the Assessment Extension Application Form as prescribed by the Academic Registrar. The form is available on the Forms page at <https://students.curtin.edu.au/essentials/forms-documents/forms/> and also within the student's OASIS (My Studies tab – Quick Forms) account.
2. The student will be expected to submit their application for an Assessment Extension with supporting documentation:
 - a. Australian Campuses: via the online form
 - b. Offshore campuses: to the School representative nominated below
3. Timely submission of this information supports the assessment process. For applications that are declined, delayed submission may have significant ramifications on the possible marks awarded.
4. An application may be accepted up to five working days after the due date/time of the assessment item where the student is able to provide a verifiable explanation as to why they were not able to submit the application prior to the assessment due date/time

Where an application for an assessment extension **is NOT** permitted for an assessment item(s) within this unit (refer to the Assessment Schedule table in this Unit Outline):

1. All assessment items submitted after the due date/time will be subject to late penalties or receive a mark of zero depending on the unit permitting late assessment submissions.

Australian campuses - Unit Coordinator Christian Duperouzel C.Duperouzel@curtin.edu.au

Offshore Campuses - The local administrative officer of the campus at which you are studying.

Extensions of assessment are only granted in unforeseeable extenuating circumstances. The granting of an extension or modification of assessment in accordance with University policy requires appropriate supporting documentation. Extenuating circumstances do NOT include holidays, family celebrations such as weddings, moving house or poor time management. These are not valid reasons and are not accepted as grounds for an extension. The extension period will be a maximum of seven calendar days from the due date and time. The application form for an extension is available through your Oasis account and must be sent to the unit coordinator with supporting documentation e.g. hospital record, statutory declaration etc. Details of any extension granted must be attached to the relevant assignment upon submission. Please contact the unit coordinator regarding an application for extension. It is your responsibility to check due dates.

Deferred assessments

If your results show that you have been granted a deferred assessment you should immediately check OASIS for details.

Further assessment

Further assessments, if granted by the Board of Examiners, will be held between 12/07/2021 and 16/07/2021 . Notification to students will be made after the Board of Examiners meeting via the Official Communications Channel in OASIS.

It is the responsibility of the student to be available to complete the requirements of a further assessment. If your results show that you have been granted a further assessment you should immediately check OASIS for details.

Reasonable adjustments for students with disabilities/health circumstances likely to impact on studies

A [Curtin Access Plan](#) (CAP) is a document that outlines the type and level of support required by a student with a disability or health condition to have equitable access to their studies at Curtin. Carers for people with disability may also be eligible for support. This support can include alternative exam or test arrangements, study materials in accessible formats, access to Curtin's facilities and services or other support as discussed with an advisor from [AccessAbility Services](#).

Documentation is required from your treating Health Professional to confirm your health circumstances or carer responsibilities.

If you think you may be eligible for a CAP, please contact AccessAbility Services. If you already have a CAP please provide it to the Unit Coordinator in week 1 of each study period.

Referencing style

The referencing style for this unit is Chicago 17th B.

More information can be found on this style from the Library web site:
<http://libguides.library.curtin.edu.au/referencing>.

Privacy

As part of a learning or assessment activity, or class participation, your image or voice may be recorded or transmitted by equipment and systems operated by Curtin University. Transmission may be to other venues on campus or to others both in Australia and overseas.

Your image or voice may also be recorded by students on personal equipment for individual or group study or assessment purposes. Such recordings may not be reproduced or uploaded to a publicly accessible web environment. If you wish to make such recordings for study purposes as a courtesy you should always seek the permission of those who are impacted by the recording.

Recording of classes or course materials may not be exchanged or distributed for commercial purposes, for compensation, or for any other purpose other than personal study for the enrolled students in the unit. Breach of this may subject a student to disciplinary action under Statute No 10 – Student Disciplinary Statute.

If you wish to discuss this please talk to your Unit Coordinator.

Copyright

The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

Academic Integrity (including plagiarism and cheating)

Academic Integrity

Curtin's [Student Charter](#), [Academic Integrity Program \(AIP\)](#), and core [Values](#) guide expectations regarding student behaviour and responsibilities. Information on these topics can be found on the [Student Essentials Website](#) or the Academic Integrity tab in Blackboard.

Academic Integrity Warnings

An Academic Integrity Warning may be issued to a New-to-Curtin student if they have inadequately acknowledged sources or collaborated inappropriately. [The Management of Academic Integrity Warnings for New to Curtin Students Procedures](#) provide further information and explain who is considered to be New-to-Curtin.

Academic Misconduct

Students with an academic breach that do not meet the New-to-Curtin criteria will be managed through the misconduct process. [Academic Misconduct](#) means conduct by a student that is dishonest or unfair in connection with any academic work. This includes all types of plagiarism, cheating, collusion, falsification or fabrication of data or other content, and Academic Misconduct Other, such as falsifying medical certificates for extension. More details can be found on the [Student Essentials Website](#) or on the [Academic Integrity Website](#).

Staff members are required to report suspected misconduct and an inquiry may take place. If misconduct is determined it will result in penalties, which may include a warning, a reduced or nil grade, a requirement to repeat the assessment, an annulled grade (ANN) or termination from the course. Some penalties may impact on future enrolment.

Academic work under inquiry will not be graded until the process has concluded. If your work is the subject of an inquiry you will be notified by email and Official Communication with an opportunity to respond. Appropriate support will be provided. For more information refer to [Statute No.10 Student Discipline and Academic Misconduct Rules](#).

Information and Communications Technology (ICT) Expectations

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

Students are expected to have all the necessary equipment to study this unit.

If you need support or to access IT equipment on the Curtin Perth campus find out more here: www.students.curtin.edu.au/study-support/facilities-equipment/. If access to any necessary equipment is not available students should use the resources available in the Curtin University Library. If accessing the Curtin Library is not possible, please contact your Unit Coordinator who will be able to refer you to support service.

Curtin Connect IT Support is available by phone (Phone: 1300 222 888)

For on campus Abacus lab assistance please call the IT Service Desk on 08 9266 9000 option 2, or email service.desk@curtin.edu.au

As a Curtin student, you have access to a range of free and discounted software. Follow the steps below to download your free copy of Microsoft Office 365. Within the OASIS 'Welcome' tab, click on 'Open your OASIS email'. Click 'Office 365' in the top left corner of the page. Select 'Install Office' and follow the prompts.

For general ICT assistance, in the first instance please contact OASIS Student Support:

oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre:

life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
- Introduction to PowerPoint, Word and Excel

Additional information

Guidelines for assignment submission

Students will be required to submit their assignments through the Markets and Legal Frameworks Blackboard site, which utilises the plagiarism detection program, Turnitin. Instructions on the submission process will be posted to Blackboard closer to the time that assignments are due, and will include information on appropriately labelling your assignment file and backing up copies of your work to ensure that it is not lost.

Format of assignments

Assignments cannot be handwritten and must comply with the following format requirements. Assignments which do not conform to these requirements without prior agreement of the unit coordinator, will either be returned to the student unmarked or will have marks deducted:

Document type: Word or pdf (pdf preferred)

Font: Arial or similar font - no smaller than 12 point in size

Pages: Numbered in top or bottom margin

Spacing: Appropriate line spacing and paragraph spacing

Margins: At least 2.5 cm top, left, right & bottom

Cover page: Must be attached to the front of your assignment document and detail your name, student no., title of assessment, declaration that it is your own work etc.

The document must be checked for spelling and grammar before submission.

Investigating academic misconduct

The unit coordinator may require a student to provide an oral justification of, or to answer questions about, any piece of written work submitted in this unit.

IMPORTANT: As a part of the plagiarism monitoring process for this assessment, investigations are made into whether students have used contract cheating websites such as Chegg or Course Hero. The use of these websites in connection with this and the other assessments for the unit is strictly prohibited and the university has an account with these platforms to enable them to view postings of any assessment questions and identify which students have posted them. Any aspect of the student's submitted work that matches an answer to any of the assessment questions that appear on these websites (as verified by the similarity report for the submission) will result in an automatic fail for this piece of assessment.

Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- Values and Signature Behaviours
- the University's policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University's policies on appropriate use of software and computer facilities

Information on all of the above is available through the University's "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

Student Equity

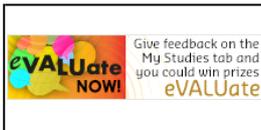
There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant caring responsibilities, pregnancy, religious practices, living in a remote location, or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact the appropriate service below. It is important to note that the staff of the University may not be able to meet your needs if they are not informed of your individual circumstances, so please get in touch with the appropriate service if you require assistance.

To discuss your needs in relation to:

- Disability or medical conditions, contact AccessAbility Services: <https://students.curtin.edu.au/personal-support/disability/>
- Elite athletes, contact Elite Athlete Coordinator: <https://stadium.curtin.edu.au/sport/academy/elite-athlete-program/>
- All other grounds, contact the Student Wellbeing Advisory Service: <https://students.curtin.edu.au/personal-support/counselling-guidance/wellbeing/>

Recent unit changes

Students are encouraged to provide unit feedback through **eVALUate**, Curtin's online student feedback system. For more information about **eVALUate**, please refer to evaluate.curtin.edu.au/info/.



To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See <https://evaluate.curtin.edu.au/info/dates.cfm> to find out when you can **eVALUate** this unit.

Recent changes to this unit include:

The order in which the modules are taught has been rearranged into blocks for the three disciplines.

The content of a number of the economics modules has been modified to simplify the concepts that are taught to students.

Program calendar

Program Calendar – Semester 1 2021

Week	Begin Date	Lecture Theme	Tutorial Theme	Assessments
Orientation	22 February	Orientation Week		
1.	1 March	Introduction	No Tutorial	
2.	8 March	Marketing Environments	Introduction and reflection on starting principles	
3.	15 March	Value Creation: Society, Businesses and Consumers	Marketing Environments	
4.	22 March	Market Positioning and Competitive Advantage	Value Creation: Society, Businesses and Consumers	
5.	29 March	No Lecture - Start Economics Pre-reading	Market Positioning and Competitive Advantage	
6.	5 April	Tutorial Free Week		
7.	12 April	Capitalism: Affluence, inequality, and the environment	Assessment 1 Presentation in on campus tutorial class (Online tutorial students submit via the system on Friday 16 April)	Assessment 1: Creating Value for an App (30%) (15% A3 poster; 15% presentation) Due Friday, 16 April 2021 at 11.59pm (WST)
8.	19 April	Firms and markets for goods and services (Part 1)	Capitalism: Affluence, inequality, and the environment	
9.	26 April	Firms and markets for goods and services (Part 2)	Firms and markets for goods and services (Part 1)	
10.	3 May	The nature of law and sources of law	Firms and markets for goods and services (Part 2)	Assessment 2: Application of Economic Principles - Exercises (30%) Due Friday, 7 May 2021 at 11.59pm (WST)
11.	10 May	Regulation, Governance and Social Responsibility	The nature of law and sources of law	

12.	17 May	Business Structures	Regulation, Governance and Social Responsibility	
13.	24 May	Revision/Bringing it all together	Business Structures	Assessment 3: Law based Case Study (40%) Due Friday, 28 May 2021 at 11.59pm (WST)
14.	31 May	Study Week		
15 & 16.	7 - 18 June	Examinations		