ACCT 3303
Industry Placement 3 (IP3)

Course Outline
Semester 1, 2016

Part A: Course-Specific Information

Please consult Part B for key information on Business School policies (including those on plagiarism and special consideration), student responsibilities and student support services.

Co-op Scholars should also read their Co-op Scholar Agreement, the Co-op Scholar Manual and IT Guidelines. These documents form part of this Course Outline.
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
Lecturer-in-charge: Dr Diane Mayorga
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Email: d.mayorga@unsw.edu.au
Consultation Times – by appointment

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Any email inquiry that can be answered by reading the course outline Parts A or B will not receive a reply email.

2 COURSE DETAILS

2.1 Teaching Times and Locations
The LIC (‘LIC’) has responsibility for allocating IP3 placements. IP3 allocations are based on scholars’ preferences, prior IP experiences and desire to give all scholars a breadth of IP experience. IP3 allocations will be confirmed 10 weeks prior to the start of the placement to give scholars sufficient time to contact sponsors and organise introductory meetings.

As scholars are allocated to various sponsor organisations, there will be differences in start/finish dates between Co-op Scholars. The start/finish date for the IP3 period should be negotiated between the Sponsor and the Scholar. The following guidelines must be taken into consideration when scholars are organising their start/finish dates for IP3:

- Timing must be agreed with the IP sponsor/supervisor and should take into account start and finish dates of academic terms if required
- The Sponsor reserves the right to insist on particular start dates as they may be coordinating commencement of Co-op IP placements and vacation scholars on the same day.
- The Co-op office strongly recommends the following to enable Scholars sufficient time to fully complete their IP obligations before they return to full-time university
  - IP3 should start no later than Monday, the second week of January.
  - Should there be any reason for an IP to start later than the above date, the Scholar/Sponsor should contact the LIC and the Co-op Program Manager.

During the course, scholars are required to prepare for and attend three evening workshops which will be held at the UNSW, Kensington Campus. The first workshop will be held Week 1. The second and third workshops are scheduled for Weeks 9 and 12. The LIC will also attend the scholar’s IP3 presentation which is held at the sponsor’s location. Please refer to the Course Schedule at the end of this document for further information.
2.2 Units of Credit
The course is worth 12 units of credit.

2.3 Summary of Course
This course consists of two components: IP and the classroom component. Students and the sponsor negotiate the nature of the work undertaken as part of the industry training component. The students’ IP supervisor, therefore, is responsible for assigning work that addresses the objectives of both the sponsor and the Accounting and Business Management Coop Program. The Accounting and Business Management Co-op Program’s broad objectives for Industry Placement are:

- Provide scholars with accounting knowledge and practical experience within the business environment that cannot be provided at university
- Instil an appreciation of accounting processes and management while at the same time learning about company cultures and work ethics
- Help develop the scholars’ professional skills. Specifically, scholars should develop the mix of skills that graduates require to function effectively in an increasingly complex and demanding business environment. These skills include intellectual, technical and functional, personal, interpersonal and communication and organizational and business management skills.
- Provide sponsors with a stream of highly talented, motivated young professionals who are dynamic and add value to the company

The classroom component compliments students’ IP by exploring fundamental assumptions about leadership and introduces students to the importance of effective business judgement in the accounting practice. In particular, we will explore different leadership styles and the characteristics that make great business leaders. We will discuss how to elevate professional judgement in an accounting context and consider threats to good judgement and decision making behaviour. The classroom component is organized around Harvard Business School Case Studies, an Harvard on-line tutorial Harvard Business School readings, the KPMG Professional Judgment Framework and a guest speaker from industry.

2.4 Course Aims and Relationship to Other Courses
This course is only available to UNSW’s Accounting & Business Management Co-op Scholars in the Business School. It is the third of three fully assessable Industry Training courses Co-op Scholars complete as part of their Bachelor of Commerce (Co-op) degree. IP3 allows scholars to apply the fundamental principles of accounting and business management to accounting practices in their sponsoring organization.

This course is designed:

- to integrate the knowledge students have gained over the course of their BComm (Coop) program and IP placements.
- to consolidate the key professional skills students require for entry-level success in the accounting practice.
- to apply students’ knowledge in exploring issues dealing with corporate ethics and managerial responsibility.
- to reflect on and evaluate students’ own judgement and decision-making behaviour
- to develop students’ confidence in exercising professional judgement in the work environment.
• to develop students’ awareness of characteristics which make great business leaders so that they can become effective leaders

2.5 Student Learning Outcomes
The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete IP3 and the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’)

### Business Undergraduate Program Learning Goals and Outcomes

1. **Knowledge:** Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.
   You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. **Critical thinking and problem solving:** Our graduates will be critical thinkers and effective problem solvers.
   You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. **Communication:** Our graduates will be effective professional communicators.
   You should be able to:
   
   - **a.** Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
   - **b.** Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. **Teamwork:** Our graduates will be effective team participants.
   You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. **Ethical, social and environmental responsibility:** Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
   You should be able to:
   
   - **a.** Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   - **b.** Identify social and cultural implications of business situations.

### Specific BComm (Co-op) Program Learning Goals and Outcomes

1. Describe the sponsoring organisations’ business practices relevant to the discipline of accounting and business management.

2. Apply tools, techniques and frameworks to evaluate and understand the role of
accounting and business management practices in attaining the Sponsor organisation’s goals.

3. Undertake relevant research in accounting and business management practices in a particular industry.

4. Communicate effectively and confidently in oral and written forms in a business context.

5. Collaborate effectively and display collaborative skills in teamwork.

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all UNSW Business School undergraduate scholars:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
</tbody>
</table>
| 1 Knowledge | o Describe the sponsoring organisations’ business practices relevant to the discipline of accounting and business management.  
 o Apply tools, techniques and frameworks to evaluate and understand the role of accounting and business management practices in attaining the Sponsor organisation’s goals.  
 o Demonstrate the professional competencies accounting students need for entry-level success in sponsor organisation  
 o Discuss the importance of relationships within the sponsor’s workplace. | o Workshop Participation  
 o IP3 End of Industry Placement Experience Presentation |
| 2 Critical thinking and problem solving | o Critical analyses of accounting and business management concepts through reflective practice | o Workshop Participation  
 o IP3 End of Industry Placement Experience Presentation |
| 3 Oral communication | o Communicate ideas in a succinct and clear manner for a business context | o Workshop Participation  
 o IP3 End of Industry Placement Experience Presentation |
| 4 Teamwork | o Collaborate effectively and display collaborative skills in teamwork. | o IP3 End of Industry Placement Experience Presentation |
| 5a. Ethical, environmental and sustainability responsibility | o Display emotional intelligence and self-awareness of own cognitive abilities and values  
 o Understand that there are different approaches to dilemmas in the workplace and that there is a | o Workshop Participation  
 o IP3 End of Industry Placement Experience Presentation |
### 3 LEARNING AND TEACHING ACTIVITIES

#### 3.1 Approach to Learning and Teaching in the Course

Using primarily a Harvard Business School case approach, the classroom component is based on ‘less teaching, more learning’ philosophy. The emphasis is on students actively engaging with the case materials.

As the workshops are structured around assigned cases, readings and activities, students **MUST** prepare in advance. To assist students’ preparation, the LIC has assigned questions for each workshop. Students should address these questions while reading and thinking critically about the assigned preparation work.

The LIC will guide discussion of the cases, readings and activities rather than provide answers in the workshops. All students are expected to contribute to the discussion.

#### 3.2 Learning Activities and Teaching Strategies

Students continually learn while on IP. For the classroom component, students learn independently by preparing for the workshops, engaging with on-line materials and through discussion with peers and the LIC in the workshops. Students also learn by discussing and questioning guest practitioners about aspects of their work dealing with ethical issues, leadership, professional judgement.

**Workshops**

As previously noted, students are expected to prepare for the workshops by reading the assigned materials and completing all assigned questions. In the workshops, students will be expected to discuss the materials and demonstrate an understanding of the assigned materials.

All workshop materials will be available on Moodle.

### 4 ASSESSMENT

#### 4.1 Formal Requirements

To pass this course, scholars must satisfactory pass both the IP Component and Class Component of the course.

To pass the IP Component of this course, scholars must satisfy the requirements for IP3 in accordance with their Co-op Scholar Agreements and the IP Guidelines. In addition, scholars need to complete the following:

- **By the end of the scholar's first fortnight of his/her IP3**, the scholar must submit online (at the Co-op Program Career Manager) the IP3 contact information and completed Professional Development Agreement.
- **Within two weeks of completion of the IP3**, sponsors must complete a *Sponsor Evaluation for a UNSW Co-op Program Scholar* using the template provided by the UNSW Co-op Office. Scholars must submit this performance evaluation and their completed *Scholar Evaluation of Industry Training Experience* online (Co-
op Program Career Manager) within two weeks of completing their IP. Scholars should also provide a copy of their sponsor evaluation for the sponsor’s Human Resource file and augment with any additional Scholar evaluation comments.

To pass the class component of this course, scholars must achieve a satisfactory grade for all the assessments listed below.

4.2 Assessment Details

Please include assessment overview in a table, for example:

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Specific BComm (Coop) Learning Outcomes assessed</th>
<th>UNSW Business Graduate Attributes assessed</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop Participation</td>
<td>2, 3, 4</td>
<td>1, 2, 3, 5a</td>
<td>50</td>
<td>Weeks 1, 9, 12</td>
</tr>
<tr>
<td>IP3 End of Industry Placement Experience Presentation</td>
<td>1, 2, 3, 4, 5</td>
<td>1, 2, 3, 4, 5a, 5b</td>
<td>50</td>
<td>Weeks 13 and during study break. Presentations should be completed by 10th June</td>
</tr>
</tbody>
</table>

4.2.1 Workshop Preparation and Participation

Workshop participation will be determined from students’ attendance and contribution at the workshops. Students who are not able to attend workshops must consult with the LIC.

For workshop 1, students are required to prepare a case analysis for each case listed below. Students’ case analysis will serve as a basis for workshop discussion. Students are required to bring two copies of their case analysis to class—one that will be collected as they come into class and the other that they keep for class discussion. To earn credit for the workshop, a student needs to show good effort in each case analysis and needs to contribute to workshop discussion. Refer to “Workshop 1 Overview and Assigned Questions” posted on Moodle to assist your case analysis.

Access to the following case materials is via link on Moodle.

- Coach Knight: The Will to Win
- Coach K: A Matter of the Heart

For Workshop 2, students are required to complete the following activities. Access to these materials is via a link on Moodle. Refer to “Workshop 2 Overview and Assigned Questions posted on Moodle to assist your workshop preparation.

- Complete on-line tutorial: Leader 360: Mark Zuckerberg
- Read: Primal Leadership: The Hidden Driver of Great Performance. By Daniel Goleman Richard Boyatzis and Annie McKee
For Workshop 3, students are required to complete *Elevating Professional Judgment in Auditing and Accounting: The KPMG Professional Judgment Framework* and read *What You Don’t Know About Making Decisions* by David A. Garvin and Michael A. Roberto. Access to materials is via Moodle.

### 4.2.2 IP3 End of Industry Placement Experience Presentation

Within their last two weeks, Scholars are required to make a 20 minute oral presentation. Please refer to the IP Guidelines *End of Industry Placement Experience Presentation* for the topics to be addressed in the presentation.

Scholars will be assessed on the presentation’s content (topic, structure, clarity, level of understanding) as well as on scholars presentation and communication skills (confidence, clarity, use of technology, appropriate pitch).

The presentations are professional presentations that should be addressed to an audience with industry and accounting knowledge, that is, scholars should pitch their presentation towards their sponsor organisation, their sponsor supervisor(s) and relevant colleagues and management. Scholars should use appropriate range of vocabulary and behave professionally.

Your LIC and possibly a staff member from the UNSW Co-op Program Office will attend. Scholars are required to advise in advance the LIC and Co-op Program Office of the date of the presentation. All relevant staff at the sponsor organisation should also be invited to attend.

Presentations should be projected on screen from a computer using a video projector (no overhead projector presentation). Scholars should request that their sponsor supervisor preview the presentation to ensure there is no loss of confidential information.

To assist scholars in their preparation, here is a list of tips:

- Structure your presentation and lead the audience through it.
- Please do not read notes. If you are prepared, you don’t need notes! You may have notes to assist you if you begin to panic, but plan on not using them. Reading from power point slides is not an alternative. What you say and what is on the slides should be complementary, not equivalent.
- Ensure your slides look professional and are readable. Use an appropriate font at an appropriate size and colour. Ensure any tables and figures can be read. Be extremely careful with colours and try to avoid them for essential content.
- Be mindful of your body language. Avoid twisting your hands or feet, playing with a clicker or keys in your pocket. Move and address everyone in the room, not just the same person. Wear business attire.
- Use your voice as a tool, vary its pace and intonation. Be sure everyone understands you.
- Manage questions. Keep control of your presentation. Don’t allow disturbing attendants (your LIC!) to ruin your schedule. If you are give a difficult question, keep cool and be honest. You can always say “That is a good point which I have not considered. I will consider it and perhaps we can continue this conversation over a coffee later in the day”.
- Be ready with your presentation at least one week in advance and rehearse your presentation at home with family or friends.

A draft of your presentation should be available on the day of your presentation.
Quality Assurance
The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES
The website for this course is on Moodle at:
http://moodle.telt.unsw.edu.au

6 COURSE EVALUATION AND DEVELOPMENT
This is the second time this course has been offered. At the end of this course, feedback will be sought from students and other stakeholders about the course and improvements will be made based on this feedback. The LIC will rely on UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process to gather student evaluative feedback. The LIC also welcomes informal feedback throughout the course. The course has been modified since the first offering based on student feedback. Specifically, the LIC has replaced one of the Harvard Business Cases with a more relevant case on leadership, added learning activities on what makes a great business leader and revised module on professional judgment. The LIC has also shortened the workshops to 2 hours given students' long working hours and scheduled workshops in weeks where students have fewer commitments for other courses.
# COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>References</th>
<th>Other activities / assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2016</td>
<td></td>
<td></td>
<td>Scholars commence Industrial Placement IP3 Details and Professional Development Agreement to be submitted on line at Coop Career Manager within first fortnight of commencing IP3</td>
</tr>
<tr>
<td>Week 1</td>
<td>Motivation, Leading and Human Nature</td>
<td>Harvard Business School (HBS) Cases</td>
<td>Course Officially starts Workshop 1 on Tuesday 1 March 6 to 8pm</td>
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<tr>
<td>29 February</td>
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<td>Case 1: Coach Knight: The Will to Win</td>
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<td>7 March</td>
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<td>Week 3</td>
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<td>14 March</td>
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<td>Week 4</td>
<td>(Friday 25 March is Good Friday public holiday)</td>
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<td>21 March</td>
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<td>Mid-semester break: Friday 25 March – Saturday 2 April inclusive</td>
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<td>Week 5</td>
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<td>4 April</td>
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<td>Week 6</td>
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<td>11 April</td>
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<td>Week 7</td>
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<td>18 April</td>
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<tr>
<td>Week 8</td>
<td>(Monday 25 April is Anzac Day public holiday)</td>
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<tr>
<td>25 April</td>
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<td>Week 9</td>
<td>Leadership*</td>
<td>On-line tutorial: Leader 360: Mark Zuckerberg Article: What Makes a Leader</td>
<td>A guest speaker shares insights into business leadership at Workshop 2 on Tuesday 3 May 6 to 8pm</td>
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<tr>
<td>2 May</td>
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<td>Article: Primal Leadership: The Hidden Driver of Great Performance</td>
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<td>Week 10</td>
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<td>9 May</td>
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<td>Week 11</td>
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<td>16 May</td>
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<tr>
<td>Week 12</td>
<td>Professional Judgment in Auditing and Accounting*</td>
<td>The KPMG Professional Judgment Framework Article: What You Don’t Know</td>
<td>Workshop 3 on Tuesday 24 May 6 to 8pm</td>
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<tr>
<td>23 May</td>
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<td>About Making Decisions</td>
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<td>Week 13</td>
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<td>30 May</td>
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<tr>
<td>30 May to 17 June</td>
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<td></td>
<td>Scholars complete IP3 Scholars and sponsors complete Sponsor Evaluation and submit on line a Coop Career Manager</td>
</tr>
</tbody>
</table>

*The order of these workshop topics is subject to change depending on the availability of the guest speaker.