COMM3020
Global Business Practicum

Course Outline
Semester 2 2015

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
Lecturer-in-charge: Mr Brian Burfitt
Email: b.burfitt@unsw.edu.au

2 COURSE DETAILS

2.1 Teaching Times and Locations
This is a practical and intensive course, conducted primarily in a 3 week block in an overseas location. In July 2015 the practicum will take place in Bangkok, Thailand.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>Pre-departure workshop</td>
<td>29 May</td>
<td>10-3pm</td>
<td>QUAD2093</td>
</tr>
<tr>
<td>Practicum in Bangkok, Thailand</td>
<td>2-26 July</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debrief session upon return</td>
<td>31 July</td>
<td>12-1pm</td>
<td>TBA</td>
</tr>
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</table>

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course
COMM3020 is an experiential and intensive for-credit course. It provides students the unique opportunity to gain international understanding, exposure and workplace skills through studying and working in a specified location overseas. In Winter (s2) 2015 this location will be Bangkok, the commercial centre of Thailand and a major hub in southeast Asia.

The central component of the course is the opportunity to work in a small cross-disciplinary student consulting team on a genuine business issue of a client organisation, such as local (Thai) branches of international financial, marketing and technology corporations. In addition, students will also attend master classes by local industry leaders, government officials and academic experts, and learn about the local culture through fieldtrips to important cultural landmarks and sights.

2.4 Course Aims and Relationship to Other Courses
This course is offered as a Business school Elective within any Business School program or may be counted as an elective within the Accounting, Finance, Marketing and Information Systems majors (approvals may be possible for other majors, e.g. International Business, via application). As this course allows you to develop a practical understanding of your business major(s) students must be within the last stages of their business major when undertaking this course. Enrolment is restricted and only students who meet the requirements of the selection process will be able to enrol. In particular, eligible students must:
  - be in Good Academic Standing,
  - have a minimum WAM of 65 and
• have completed a minimum of 96 UOC by the commencement of this course, of which 30 UOC must be within their nominated business major.

Eligible students wishing to complete this course will be required to submit an online Expression of Interest and their CV by the advertised date.

By completing this course students will:
• Gain work experience in an international context;
• Increase their intercultural competence and capabilities;
• Develop workplace skills hence increase their employability;
• Gain exposure to leading Asian businesses and high-profile local business 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 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 School 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.
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>
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<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all BUSINESS SCHOOL undergraduate students:</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 | Apply the knowledge and practice of business disciplines to the solving of a specified real-world business issue | • Practicum Report  
• Team presentation and Client report |
| 2 Critical thinking and problem solving | Research, analyse, evaluate and propose business solutions to a specified business issue | • Practicum Report  
• Client report |
| 3a Written communication | Construct written work which is logically and professionally presented. | • Practicum Report |
| 3b Oral communication | Communicate ideas in a succinct, clear and professional manner. | • Team presentation |
| 4 Teamwork | Work effectively in a team to provide a practical solution to a specified business issue | • Team presentation and Client report  
• Peer review  
• Reflection |
| 5a Ethical, environmental and sustainability responsibility | Be conscious of the ethical issues that may arise within a business issue. | • Team presentation and Client report  
• Reflection |
| 5b Social and cultural awareness | Appreciate cultural differences and the impact they may have on the conduct of business. | • Team presentation and Client report  
• Reflection |

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

This course is largely experiential in its approach. The majority of the learning will be carried out within a business organisation where students work in multi-disciplinary teams and apply material they have learned in their programs to a real life business issue. Pre-departure training workshops will prepare students for this experience by providing an introduction to
Thailand, an awareness of culturally-sensitive behaviour, and professional communication and behaviour in the workplace. While in Bangkok students will also attend a range of master classes to deepen their understanding of business within Thailand and the ASEAN region. Speakers will include:

- Austrade
- Thai representatives from multinational corporations
- Chulalongkorn University
- UNSW Australia

### 4 ASSESSMENT

#### 4.1 Formal Requirements

In order to pass this course, you must pass all assessment tasks (see below). **A pass in each task is deemed to be 65%**. The final grade for this course will be Satisfactory / Unsatisfactory.

#### 4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
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<tr>
<td>Team Presentation and Client Report</td>
<td>30%</td>
<td>30mins (Approx.)</td>
<td>23/24 July</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1000 words</td>
<td></td>
</tr>
<tr>
<td>Peer Review</td>
<td>10%</td>
<td></td>
<td>31st July</td>
</tr>
<tr>
<td>Reflection Essay</td>
<td>20%</td>
<td>500-1000 words</td>
<td>1st September</td>
</tr>
<tr>
<td>Practicum Report</td>
<td>40%</td>
<td>7,500 words</td>
<td>1st September</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Students may be requested to sign a confidentiality statement regarding their project at the host company. Students will be bound by this confidentiality however are able to use this knowledge and work from the host organisation in their assessments for this course.

#### 4.2.1 Team Presentation and Client Report 30%

Each student will work in a team on a real issue provided by the host company. The formation of teams and the assignment to the companies will take place during the pre-departure training workshops. Students will utilise information provided by the host business and (possibly) from external sources. Each team will be required to develop and deliver a 30 minute (minimum) presentation structured to communicate key findings on this project to company representatives (exact length will be determined by the company). All team members would be expected to actively participate in the presentation. A two page (approx.) executive summary of outcomes (i.e. the client report) should be submitted to the company on the day of the presentation. These group presentations will take place in Bangkok just prior to the return to Australia. The academic supervisor will assess and provide feedback on the presentation.
Criteria for this assessment will include:
- clarity of presentation,
- professionalism,
- structure,
- relevance of content,
- depth and quality of analysis
- ability to answer questions from company representatives and others.

4.2.2 Peer Review 10%
Each student will complete a peer evaluation of their team members taking into account their contribution to the project and the working of the group.

Criteria for this review will include:
- Participation in team process (e.g. contribution to team planning, task co-ordination; ability to support and motivate team members; ability to handle conflict);
- Contribution to achieve outcomes (e.g. shares ideas, meets deadlines, demonstrates necessary knowledge and skills).

4.2.3 Reflection Essay 20%
Each student will write a short essay (500-1000 words), detailing their individual reflections on this learning experience. It is to be submitted after returning from Bangkok. This short essay will detail and discuss your learnings from this experience, for example: what you have come to know and understand across a range of areas and how this goes beyond your prior experiences - about working in business, working in another country, cultural understanding, and yourself.

Marking Criteria for this essay:
- Analysis of your own participation in your team and the team processes;
- Depth of insight and reflection on experiences in Bangkok.
- Ability to draw broader learnings about business, people and themselves from this experience.

4.2.4 Practicum Report 40%
Each team will submit a report based upon the project undertaken at the host organisation. The report is to be submitted approximately 4 weeks after returning from the in-company placement.

Marking Criteria for this report:
- Depth, breadth, relevance, use and application of relevant theories / knowledge
- Level of research, critical thinking and analysis
- Synthesis of information
- Creativity, innovativeness of solutions/conclusions - ability for these to be realistically implemented
- Quality of written communication – structure, flow and presentation of report

The specific form of this report will be discussed at the Pre-departure training program.
4.3 Late Submission

Late submission of the Presentation and Client Report will not be permitted. Late submission of the Practicum Report and Reflection Essay will be subject to a penalty of 10% of the task weighting per day (4marks and 2marks respectively). Submission of the Report or Essay after 5 days will not be permitted.

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 the Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

The website for this course is on UNSW Moodle at: https://moodle.telt.unsw.edu.au/login/index.php

The following books and articles may be useful references:


Additional articles and resources could become available through the course Moodle site.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. Previous feedback has resulted in changes to the timing and clarity of communication around the assessment requirements, the timing of the information sessions, and details of host organisations, projects and in-country activities. In this course, we will seek your feedback through end of semester CATEI evaluations and through informal discussions.