MARK1014
Customer Relationship Management

Course Outline
Semester 2, 2015

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PART A: COURSE-SPECIFIC INFORMATION

1. Staff Contact Details
Lecturer-in-charge: Dr Rita Di Mascio
❖ Room 3019, East Wing Quadrangle Building  ☏ 9385.3383  ✉ r.dimascio@unsw.edu.au

If you need to see me outside class time, I'm generally flexible with meeting times; just email/call me to make an appointment.

2. Course Details
2.1 Teaching Times and Locations
Lectures start in Week 1 July 31 (to Week 12). Tutorials run from Week 3 to Week 12.

Each class runs in a three-hour block. Approximately equal time in the class is planned for lectures and tutorials, though this may vary depending on the topic. The tutorial schedule will be on Moodle at the end of Week 1 (August 2). I'll be the lecturer and tutor.

The most current information regarding class time and location can be found on the following website: http://www.timetable.unsw.edu.au/current/MARK1014.html

2.2 Units of Credit
MARK1014 is a 6 credit-point subject. There is no parallel teaching in this course

2.3 Summary of the Course
Many firms recognise the importance of establishing and sustaining mutually beneficial relationships with customers, and have developed customer relationship management (CRM) strategies. In this course, we examine CRM as a business strategy that integrates internal processes and external networks to create and deliver value for targeted customers and for the organisation. We will take a broader view of 'marketing' than just designing a product, advertising, pricing and distributing it to consumers. It examines the role that stakeholders, such as internal staff, suppliers and influence groups, play in shaping relationships with customers.

2.4 Course Aims and Relationship to other Courses
The course aims to:
1. develop understanding about customer relationship management concepts and frameworks, and how these are applied to form relationships with customers and other internal and external stakeholders.
2. develop skills to analyse and synthesise information and issues, related to customer relationship management, from several perspectives.
3. enhance business communication skills required to work effectively within a marketing team.

This course is a free elective in the Australian School of Business, and a General Education course in other faculties. This course has no pre-requisites.
2.5 Student Learning Outcomes

By the end of the course, you should be able to:

1. analyse relationship theory and relationship economics from the point of view of the customer and the organisation.
2. critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs
3. evaluate CRM implementation strategies
4. formulate and assess strategic, operational and tactical CRM decisions.
5. plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format

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’).

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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 Coursework Program Learning Goals and Outcomes, see Part B of the course outline.

The following table shows how the Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be practised in tutorial 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><strong>This course helps you to achieve the following learning goals for all Business School undergraduate students:</strong></td>
<td><strong>On successful completion of the course, you should be able to:</strong></td>
<td><strong>This learning outcome will be assessed in the following items:</strong></td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>* Analyse relationship theory and relationship economics from the point of view of the customer and the organisation. * Critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs * Evaluate CRM implementation strategies * Formulate and assess strategic, operational and tactical CRM decisions.</td>
<td>• Tutorial exercises • Individual project • Exam</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>* Critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs * Evaluate CRM implementation strategies * Formulate and assess strategic, operational and tactical CRM decisions.</td>
<td>• Tutorial exercises • Individual project • Simulation • Exam</td>
</tr>
<tr>
<td>3a Written communication</td>
<td>* plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format</td>
<td>• Individual project • Exam</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td>* plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format</td>
<td>• Part of tutorial exercise but not separately assessed.</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Not specifically addressed in this course.</td>
<td>• Not specifically assessed</td>
</tr>
<tr>
<td>5a. Ethical, environmental and sustainability responsibility</td>
<td>Not specifically addressed in this course.</td>
<td>• Not specifically assessed.</td>
</tr>
<tr>
<td>5b. Social and cultural awareness</td>
<td>Not specifically addressed in this course.</td>
<td>• Not specifically assessed.</td>
</tr>
</tbody>
</table>
3. Learning and Teaching Activities

3.1 Approach to Learning and Teaching in the Course
Besides knowledge of the discipline, effective marketers must also have skills related to analysis, decision-making and communication. This course aims to develop this knowledge and skill by providing opportunities to analyse cases, make decisions in a simulated business environment, and engage in class discussions and business writing.

3.2 Learning Activities and Teaching Strategies
This class will be conducted in a three-hour seminar, which includes lecture-style segments and applied exercises.

The lectures will outline the main concepts of customer relationship management, providing real-world examples and their managerial implications. The readings, to be read in your own time, provide more detail about these concepts. Lectures will draw on the experiences of teaching staff, students and occasionally industry practitioners.

The applied tutorial exercises include the tutorial work. These exercises will illustrate material covered in lectures, and will provide you with an opportunity to apply the concepts in the readings to practical examples. The tutorial work also involves class discussion, and will give you an opportunity to practice oral communication skills.

The major CRM simulation project will give you an opportunity to integrate the concepts covered in the lecture and apply them to the management of an operating business. You will need to formulate strategic, operational and tactical customer relationship management decisions, and assess the impact of these decisions on business performance.

4. Assessment

4.1 Formal Requirements
In order to pass this course, you must:
* achieve a composite mark of at least 50%.
* gain at least half (i.e. 25 marks) of the 50 marks allocated to the final examination. If you gain less than half of the marks for the final exam, you will receive a UF grade.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Weight</th>
<th>Length</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied tutorial exercises</td>
<td>10%</td>
<td>1-2 pages each case</td>
<td>Before tutorial</td>
</tr>
<tr>
<td>Major simulation project</td>
<td>20%</td>
<td>N/A</td>
<td>On-going</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>between Sept 18 - Oct 23</td>
</tr>
<tr>
<td>Individual project</td>
<td>10%</td>
<td>1000 words</td>
<td>October 9</td>
</tr>
<tr>
<td>Examinations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Progress quiz</td>
<td>10%</td>
<td>30 minutes</td>
<td>August 28</td>
</tr>
<tr>
<td>Final examination</td>
<td>50%</td>
<td>2 hours</td>
<td>University exam period</td>
</tr>
</tbody>
</table>
**Applied tutorial exercises (10%)**

Applied tutorial exercises provide an opportunity to explore the course material in greater depth than lectures allow, and to apply this material to real business situations. Tutorials start in Week 3.

Before each tutorial, students will be expected to have read the assigned case/materials and questions, and submit a 1-2 page answer onto Moodle, or to handed to be me, before the tutorial. **Late submission of this tutorial preparation work will not be accepted**, as the primary purpose of this work is to enable you to participate in the tutorial.

Each case/situation analysis will require you to apply concepts discussed in previous lectures to a practical situation. During the tutorial, students may be called upon to answer questions, lead discussion and/or debate case-related issues. Assessment of the written work will be based on relevance of concepts chosen to address the question, and response coherence. More details about the tutorial exercises and marking criteria, will be on Moodle at the end of Week 1 (August 2).

**Major simulation project (20%)**

The customer relationship management simulation, which runs in weeks 8-11, will give you an opportunity to integrate the concepts covered in the lecture and apply them to the management of a hypothetical operating business. You will need to formulate strategic, operational and tactical customer relationship management decisions (such as customer, employee and technology decisions) and assess the impact of these decisions on business performance.

The 20% assessment for this simulation is broken up into the following components:

**Simulation results (14%, due by October 18)**

This assessment component of the simulation will be evaluated on a combination of key performance indicators (such as customer satisfaction, marketing costs, and net profit) achieved by your business. More details of this assessment will be provided on Moodle by end of Week 8 (September 20).

**Individual reflections (3 reflections, each worth 2%, due on October 5, 12 & 19)**

In this assessment, you will be asked to write weekly reflections (>400 words) to relate the simulation experience to concepts taught in class. I will provide a list of 'trigger concepts' on which you can base your reflection. More details about the reflection, including the trigger words, will be provided on Moodle on the Monday before reflections are due. The reflection will be assessed on:
- intellectual coherence: logical flow and clear presentation of ideas.
- evidence of critical reflection on own experience

**Individual project (10%)**

The aim of this assessment is to plan and conduct a situation analysis involving customers, and formulate recommendations to improve customer relationship management. The findings will be presented as a written report of 1000 words. Additional details of the topic and the report format will be provided on Moodle by the end of Week 2 (August 9). The report will be assessed on:
* Results and discussion: relevant to topic; supported by evidence; discusses implications for customer relationship management
* Presentation: tidiness; clear expression, logical structure; appropriate use of graphs, tables, and appendices; use of non-discriminatory language; within word limit; references cited
Examinations (60%)
The progress quiz and final examination are designed to provide an individual assessment of the depth of your knowledge of customer relationship management.

The progress quiz (worth 10%) will be held in the Week 5 lecture (August 28) to check knowledge of customer relationship management theory. The quiz will comprise short answer question(s). The quiz will be assessed on how well you use your knowledge and information provided and present a logical, well-structured answer. More details, such as sample questions, will be posted on Moodle by end of Week 3 (August 16).

The final exam (worth 50%) will be a two-hour exam held in the formal exam period. It will cover the lecture materials, course readings, tutorial cases/discussion questions and the simulation. The examination will be assessed on how well you use your knowledge and information provided and present a logical well-structured answer. More details, such as format, topics covered, and sample questions will be posted on Moodle by the Week 12 lecture (October 23). Be aware that your final examination may fall at any time during the semester examination period. The scheduling of examinations is controlled by the University administration. No early examinations are possible. The examination period for Semester 2 2015 falls between Friday 6 November and Saturday 21 November (provisional dates subject to change). When the provisional examination timetable is released on 25 September 2015, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. The University's key dates relating to the formal examinations, and other key dates, is located at https://student.unsw.edu.au/dates.

4.3 Assignment Format
All written work should be typed in Times Roman 11 point-font, be single spaced, and should contain appropriate headings throughout and an appropriately annotated bibliography.

4.4 Assignment Submission Procedure
Unless otherwise indicated in the assessment description, assessments are to be submitted on Moodle. Please keep a copy of all work submitted and all work returned. When submitting work on Moodle, you will be required to tick a declaration box, while uploading your assignment, stating that the work is your own. An assignment cover sheet is required to be attached to any hard-copy work submitted in class. The coversheet is located at https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf

Note about 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.

4.5 Late Submission
Unless otherwise stated in the assessment description, late submission of assessments will incur a daily (including weekends) penalty of 10% of the total mark for the assessment item. Note that assignments submitted 10 days late will earn zero marks. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.
5. Course Resources

Prescribed text
> This text is available in the UNSW bookshop.

Simulation software
The simulation software is available on-line. Details about how to access the simulation will be provided in the Week 6 lecture.

Moodle
Assignment instructions, course announcements and some additional material will be posted on Moodle https://moodle.telt.unsw.edu.au/login/index.php throughout the semester. Please check Moodle regularly, and at least twice a week.

Additional content resources
Many journals contain articles about CRM, which can be useful in preparing the application exercises and the individual project. Examples that can be found in the library include: Academy of Management Executive * European Journal of Marketing * Australasian Journal of Marketing * International Journal of Research in Marketing * International Journal of Retail and Distribution Management * Journal of Business Research * Journal of Marketing * Journal of Retailing * Journal of the Academy of Marketing Science

Many newspapers and trade magazines also contain CRM-related articles. Examples that can be found in the library include: Australian Financial Review * B&T Magazine * Business Review Weekly * CRM Magazine * Marketing Management * Sydney Morning Herald (Business) * The Australian

Additional student resources and support:
* Library information/subject guides etc are available at http://info.library.unsw.edu.au/web/services/services.html

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. Changes made to this course as a result of last year’s evaluation include the use of updated case studies, and the provision of comments on sample student responses to short-answer quiz questions.
7. Course Schedule

<table>
<thead>
<tr>
<th>Week  - date -</th>
<th>Lecture^</th>
</tr>
</thead>
</table>
| Week 1  
July 31 | Introduction  
Overview of course (Chapter 1, and pp. 141-145) |
| Week 2  
August 7 | The nature of relationships (Chapter 2, and pp. 304-317) |
| Week 3  
August 14 | Customer retention (Chapters 3 and 4) |
| Week 4  
August 21 | Internal relationships (Chapter 9) |
| Week 5  
August 28 | Progress quiz |
| Week 6  
September 4 | Supplier and external relationships (Chapters 7 and 8)  
*Introduction to simulation* |
| Week 7  
September 11 | CRM Technology (Chapter 5, pp. 145-156) |
| Week 8  
September 18 | Implementation issues (Chapter 5, pp. 158-161) |
| Week 9  
September 25 | Performance measurement (Chapter 10, pp.324-328) |
| Week 10  
October 9 | Mid-semester break: September 28 - October 4 |
| Week 11  
October 16 | Simulation (Computer lab to be advised) |
| Week 12  
October 23 | Simulation (Computer lab to be advised) |
| Week 13  
October 30 | Simulation debrief and exam details |
|           | No class |

^Readings are from Godson text

*Changes to this outline*, if required, will be discussed in class and/or emailed to you and/or announced on Moodle.
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8. PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
<thead>
<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Knowledge:</strong> Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.</td>
</tr>
<tr>
<td>You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
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<tr>
<td><strong>2. Critical thinking and problem solving:</strong> Our graduates will be critical thinkers and effective problem solvers.</td>
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<td>You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
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<td><strong>3. Communication:</strong> Our graduates will be effective professional communicators.</td>
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<tr>
<td>You should be able to:</td>
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<tr>
<td>a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and</td>
</tr>
<tr>
<td>b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.</td>
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<tr>
<td><strong>4. Teamwork:</strong> Our graduates will be effective team participants.</td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>5. Ethical, social and environmental responsibility:</strong> Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.</td>
</tr>
<tr>
<td>You will be able to:</td>
</tr>
<tr>
<td>a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and</td>
</tr>
<tr>
<td>b. Identify social and cultural implications of business situations.</td>
</tr>
</tbody>
</table>
Business Postgraduate Coursework Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have current disciplinary or interdisciplinary knowledge applicable in local and global contexts.
   You should be able to identify and apply current knowledge of disciplinary or interdisciplinary theory and professional practice to business in local and global environments.

2. Critical thinking and problem solving: Our graduates will have critical thinking and problem solving skills applicable to business and management practice or issues.
   You should be able to identify, research and analyse complex issues and problems in business and/or management, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective communicators in professional contexts.
   You should be able to:
   a. Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
   b. Produce oral presentations that communicate complex disciplinary ideas and information effectively for the intended audience and purpose.

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 ethical, social, cultural and environmental implications of business issues and practice.
   You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Consider social and cultural implications of business and/or management practice.

9. ACADEMIC HONESTY AND PLAGIARISM
The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10. STUDENT RESPONSIBILITIES AND CONDUCT
Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.
Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload
It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance
Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance

10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Occupational Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.
11. SPECIAL CONSIDERATION
You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

For assessments worth less than 20%, it is not necessary to follow the procedure below. Instead, consult the LIC, who has flexibility in deciding how to grant extensions and special consideration.

General information on special consideration for undergraduate and postgraduate courses:
1. All applications for special consideration must be **lodged online through myUNSW within 3 working days of the assessment** (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed [Professional Authority form](#) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: [https://student.unsw.edu.au/special-consideration](https://student.unsw.edu.au/special-consideration)

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will **not** be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.

4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), **not** by tutors.

5. Applying for special consideration does **not** automatically mean that you will be granted a supplementary exam or other concession.

6. Special consideration requests **do not allow** lecturers-in-charge to award students additional marks.

Business School policy on requests for special consideration for Final Exams in undergraduate courses:
The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.

2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require attaining at least 45% in each assignment and meeting the obligation to have attended 80% of tutorials.

3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.
Special consideration and the Final Exam in undergraduate courses:
Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 2, 2015 are:
   - 8th December – exams for the School of Accounting
   - 9th December – exams for all Schools except Accounting and Economics
   - 10th December – exams for the School of Economics

   If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**

2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

The Business School’s Special Consideration and Supplementary Examination Policy and Procedures for Final Exams for Undergraduate Courses is available at: www.business.unsw.edu.au/Students-Site/Documents/supplementary_exam_procedures.pdf.

Special consideration for assessments other than the Final Exam in undergraduate courses:
For special consideration in major assessments other than the final exam, please follow the procedure the same procedure as for the final exam. A major assessment is worth 20% or more of the total course mark.
12. STUDENT RESOURCES AND SUPPORT
The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)** [https://www.business.unsw.edu.au/students/resources/learning-support](https://www.business.unsw.edu.au/students/resources/learning-support)
The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre** [https://www.business.unsw.edu.au/students/resources/student-centre](https://www.business.unsw.edu.au/students/resources/student-centre)
Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
For online help using Moodle, go to: [https://student.unsw.edu.au/moodle-support](https://student.unsw.edu.au/moodle-support). For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre** [www.lc.unsw.edu.au](http://www.lc.unsw.edu.au)
Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services** [http://info.library.unsw.edu.au/web/services/services.html](http://info.library.unsw.edu.au/web/services/services.html)

- **IT Service Centre**: Provides technical support for problems logging in to websites, downloading documents etc. [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html) Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services** [https://student.unsw.edu.au/wellbeing](https://student.unsw.edu.au/wellbeing) Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Student Equity & Disabilities Unit** [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au) Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au