

MARK2060  
EVENT MANAGEMENT  
AND MARKETING

**Course Outline**  
**Semester 2, 2016**

**Part A: Course-Specific Information**

**Part B: Key Policies, Student Responsibilities  
and Support**

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# PART A: COURSE-SPECIFIC INFORMATION

## 1 STAFF CONTACT DETAILS

Lecturer-in-charge: Dr. Jenny (Jiyeon) Lee

Room: QUAD 3014

Phone No: 9385 2696

Email: [jylee@unsw.edu.au](mailto:jylee@unsw.edu.au)

Consultation Times: Tuesdays, 11:00am-12:00pm (or by appointment)

## 2 COURSE DETAILS

### 2.1 Teaching Times and Locations

Lectures start in Week 1 (to Week 13).

The Time and Location are:

Tuesdays, 1:00pm-3:00pm, Civil Engineering 101 (weeks 1-7, 9-12) and Webster Theatre A (week 13 only).

Tutorials start in Week 2 (to Week 13).

The Groups and Times are:

Tuesdays, 3:00pm-4:00pm, Webster 252;

Tuesdays, 4:00pm-5:00pm, Webster 252;

Wednesdays, 9:00am-10:00am, Webster 252;

Wednesdays, 10:00am-11:00am, Webster 252; and

Wednesdays, 11:00am-12:00pm, Webster 252.

### 2.2 Units of Credit

The course is worth 6 units of credit.

### 2.3 Summary of Course

Events are now more central to our culture than perhaps ever before. When we think of events, we think of rock music festivals,

Olympics, National Rugby Leagues Grand Final or Melbourne Cup. However, there are other forms of events such as corporate conferences, sales promotions and products launches too. In particular, events such as birthdays, weddings, religious festivals play an important role in our lives. These events thus help define the community, nation or culture that we are in.

If managed appropriately, events can produce sizeable economic and social benefits. Inappropriate management can lead to negative economic, environmental and social impacts. Events require considerable investment, planning and organisation to safeguard the health, safety and security of visitors and participants to ensure operators, visitors and the community derive the maximum possible benefit from the event. This course will provide students with the knowledge and skills required for planning, managing and staging a variety of events in order to realise positive economic, social and environmental outcomes otherwise known as the 'triple bottom-line'.

## 2.4 Course Aims and Relationship to Other Courses

MARK2060 Events Management and Marketing is a level 2 elective in the Marketing major. A prerequisite for this course is MARK1012 or GENC6005.

## 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').

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

### 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.

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):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	<ul style="list-style-type: none"><li>• Understand the economic, social, cultural, and environmental impacts of different types of events and their implications on tourism development.</li><li>• Demonstrate the process of managing and marketing events from conceptualising, planning, and conducting feasibility analysis to staging and evaluating an event.</li></ul>	<ul style="list-style-type: none"><li>• Class discussions</li><li>• Group project (event proposal)</li><li>• Guest speakers</li></ul>
2	Critical thinking and problem solving	<ul style="list-style-type: none"><li>• Evaluate various strategies on events management and marketing to deal with external forces.</li><li>• Conduct an audit for an event.</li><li>• Identify the practices of an event.</li></ul>	<ul style="list-style-type: none"><li>• Group project (event proposal)</li><li>• Individual assignment</li></ul>
3a	Written communication	<ul style="list-style-type: none"><li>• Write up a report on evaluating the effectiveness of the marketing event.</li></ul>	<ul style="list-style-type: none"><li>• Individual assignment</li><li>• Group project (exhibition displays)</li></ul>
3b	Oral communication	<ul style="list-style-type: none"><li>• Communicate ideas in a succinct and clear manner.</li></ul>	<ul style="list-style-type: none"><li>• Group project (event proposal - sales pitch)</li><li>• Class participation</li></ul>
4	Teamwork	<ul style="list-style-type: none"><li>• Work collaboratively to complete group assignments.</li></ul>	<ul style="list-style-type: none"><li>• Group project (event proposal)</li><li>• In-class group activities and discussion</li></ul>
5a.	Ethical, social and environmental responsibility	<ul style="list-style-type: none"><li>• Understand the ethical, social, and environmental impact of events.</li></ul>	<ul style="list-style-type: none"><li>• Class discussions</li><li>• Individual assignment</li></ul>

5b.	Social and cultural awareness	<ul style="list-style-type: none"> <li>• Get familiar with the social and cultural impact of events on the hosting destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussions</li> <li>• Group project (event proposal)</li> </ul>
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### 3 LEARNING AND TEACHING ACTIVITIES

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

This course will involve a weekly 2-hour lecture and 1-hour tutorial.

Each lecture will cover key points of the weekly topics. The aim of the lectures is to introduce students to the relevant management and marketing theory and apply to the events context. Real world examples from events organisations and case studies will be used to demonstrate the practical application of the theory to the events sector. It is your responsibility to undertake the relevant readings for each week's class so that you may participate intelligently and thus gain maximum value from the course. The 1-hour tutorial class will have various class activities that will require students to form groups and interact with each other.

#### 3.2 Learning Activities and Teaching Strategies

The tutorial activities are aimed at providing students with an opportunity to undertake a practical task in relation to the lecture topic. Activities and discussions will draw upon the experience of the lecturer and students. In recognition of the importance of maintaining a strong link to the dynamic Australian events sector, events industry professionals and scholars will be also invited to do guest lectures. To make this course practical and realistic, students are given the opportunity to plan an event for the industry partner.

### 4 ASSESSMENT

#### 4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50;
- make a satisfactory attempt at all assessment tasks (see below); and
- attend at least 80% of tutorials.

#### 4.2 Assessment Details

Assessment Task	Weighting	Length	Due Date
Class participation and attendance	10%	See 4.2.1 below	Ongoing
Quizzes	40% (20% each)	See 4.2.2 below	Weeks 5 (Mar 28) & 10 (May 9)
<i>Group assignments</i>			

Part I. Progress Debriefing		10 minutes	Week 6 (Apr 4)
Part II. Event Proposal			
• Exhibitions	20%	4 (A3 Sized) Posters	Weeks 11 &12 (May 16 & 23)
• Pitching	10%	1 page	
<i>Individual assignments</i>			
• Event Audit	20%	2,000 words	Week 13 (May 30)
Total	100%		

#### 4.2.1 Class Participation and Attendance – 10%

Your attendance and participation throughout the lectures will be monitored. You are expected to actively participate in class activities, group discussions, and case analyses in every lecture. This part of participation will be 10%.

Participation marks will be allocated using the following criteria:

Assessment Criteria	Mark
Attendance below minimum requirement of 80%	0
Attendance requirements met, but no contribution to class activities	1-2
Attendance requirements met and participation in class activities	3-4
Attendance requirements met, participation in class activities and contributions to class discussion	5-6
Attendance requirements met, participation in class activities, relevant and constructive contributions to class discussion.	7-8
Has satisfied all of the above and demonstrated excellence in their contribution that enhanced the quality of the learning experience	9-10

#### 4.2.2 Quizzes (Q1 - Mar 28, Week 5; Q2 - May 9, Week 10) – 20% each

There will be two in-class 60-minute quizzes to evaluate your understanding of the materials discussed in class and provide timely feedback of your performance. This assessment includes all materials from lectures, suggested readings, as well as class discussions and activities from Weeks 1 to 4 and Weeks 5 to 9. It contains a combination of true/false answer, fill-in blank, and multiple choice questions. Each quiz is worth 20% of your final grade.

#### 4.2.3 Group Assignments: (Event Proposal) Exhibition & Pitching – 30%

This assignment aims to give you an opportunity to prepare an event proposal and deliver a sales pitch for an event organiser. In this

project, each team would represent an event planning company and be given a product of the company to promote. This project is to be completed in groups of 6. All groups will be formed in Week 2. No change of group is allowed once they are formed.

Your group is responsible for putting up an exhibition which features your event marketing and management plan. The lecturer will rate your exhibition displays and select the best 3 event proposals. The further details will be given in due course.

In your proposal, the following areas should be covered:

- Purpose
- Scope
- Concept development
- Event marketing
- Event sponsorship
- Event budget

Group assessments comprise of the following three parts:

### **PART I: Progress Debriefing (Apr 4, Week 6)**

Each group is responsible for debriefing the progress of event proposal in your tutorial. You are to present the concept, purpose, scope, and intended target market of your event for 10 minutes. At the beginning of your debriefing day, your group should submit a hard copy of your slides (if PowerPoints is used, printed 4 per page) or other presentation materials.

No mark is allocated in this activity; however, it is important for your group to keep up with the project and get feedback to get in track.

### **PART II-1: Exhibitions of Event Proposal (May 16 & 23, Weeks 11 & 12) – 20%**

Exhibitions of each group's event proposal will be taken place in Weeks 10 and 11 in the lecture theatre during class time. No written report is required for this part of the project, but the information must to be clearly displayed in a **maximum** of 4 (A3 sized) posters. Each group will be given a space in the lecture theatre to display the posters.

Marking criteria are as follows:

- (1) Demonstrate understanding of course content and development of knowledge;
- (2) Demonstrate critical and creative thinking (event concept, theme, and feasibility);
- (3) Present the idea clearly and concisely;
- (4) Structure the display logically, coherently, and visually appealing; and
- (5) Engage audience through professional delivery.

Details of the assessment will be uploaded in Moodle at the end of Week 2.

### **PART II-2: Pitching and Evaluations (May 16 & 23, Weeks 11 & 12) – 10%**

In this assessment, students from tutorial class 1 will make a sales pitch to the clients (students from tutorial class 2) during the exhibition. Each client will rate their proposal using the criteria available in Moodle. This exercise is repeated in the following week where the 'clients' from class 1 will then rate the presenting teams from class 2.



#### 4.2.4 Individual Assignment: Event Audit (by 5:00pm, May 30, Week 13) – 20%

Monitoring the performance of an event is critical for the purpose of continuous improvement and effectiveness of the event. Therefore, you as an event audit consultant are to evaluate and analyse the management and marketing of the event and make recommendations to improve their future events. In this assignment, you must visit any event held in New South Wales in between March and April. Examples of the event are a festival, promotional event, trade show, conference, charity or public event. During your visit, you are to observe the performance of the event based on the specific guidelines (available in Moodle). You may also need interview its organiser and use the festival websites and other relevant sources of information about the event.

In your written report, you should include the following four parts: (1) about the event; (2) evaluations on the management and marketing of the event; (3) evaluations on sustainable practices of the event; and (4) overall assessment and practical recommendations made on the basis of the existing literature.

Any information obtained from elsewhere that you cite in your report should be referenced properly. Note that students found to be practicing poor acknowledgement of sources or block copying of text may be subject to disciplinary proceedings as outlined in the UNSW Plagiarism statement found at: <https://student.unsw.edu.au/plagiarism>.

The report should be no more than 2,000 words and submitted via Moodle Turnitin on the due date (by 5:00pm, May 30). If you are unfamiliar with the software, a demonstration on Turnitin can be found on the UNSW Moodle Support Pages: <https://student.unsw.edu.au/how-use-turnitin-within-moodle>.

The detailed guidelines and marketing criteria of this assignment are available in Moodle by the end of Week 2.

#### 4.3 Late Submission

Late submission will incur a **penalty of 10%** of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, **and will not be accepted after 5 working days (zero mark)**. An assignment is considered late if the electronic copy is not submitted on time. If a group member is absent during group presentations, the group will proceed without him/her. The absent student will receive a zero for the presentation.

Extensions will be granted only on medical or compassionate grounds under extreme circumstances; otherwise, will not be granted for work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of misfortune must be submitted through the special consideration system online and must contain information that justifies the extension sought.

##### 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 prescribed textbook for this course as follows which will be used for the lectures:

Wrathall, J., and Gee, A. (2015), *Event Management: Theory and Practice*. McGraw Hill Australia Pty Ltd.

An electronic version of the textbook is also available. Instructions for purchase would be uploaded in Moodle.

All course materials, including a list of readings, lecture slides, suggested readings, and case studies, will be available in Moodle. Therefore, it is your responsibility to check the site regularly.

## 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 myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester myExperience online evaluations. Your feedback is invaluable to improve and adapt this course to enhance student learning.

## 7 COURSE SCHEDULE

Week	Lecture Topic <sup>1</sup>	Readings/ References	Tutorial Activities/ Assessment Due
Week 1 28 Feb	<ul style="list-style-type: none"> <li>An overview of course outline</li> <li>Introduction to events</li> </ul>	<ul style="list-style-type: none"> <li>Course outline</li> <li>Chap 1</li> </ul>	<i>NO TUTORIAL</i>
Week 2 7 Mar	Planning events	Chap 3 & 4	<ul style="list-style-type: none"> <li>Introduction to event planning</li> <li>Project briefing &amp; group formation</li> </ul>
Week 3 14 Mar	Sustainable event practices	Chap 2	Group exercises and discussions (event concept and purpose development)
Week 4 21 Mar	Event marketing	Chap 5	Group exercises and discussions (event sustainability)
Week 5 28 Mar	Event staffing & HR management	Chap 9 & 10	<b>Quiz 1 (Chap 1-5)</b>
Week 6 4 Apr	Event sponsorship	Chap 6	<ul style="list-style-type: none"> <li>Debriefing group project progress</li> <li><b>Group project progress report due</b></li> </ul>
Week 7 11 Apr	Event budgeting	Chap 7	<ul style="list-style-type: none"> <li>Group discussion (evaluating potential sponsors)</li> <li>Feedback on group project progress</li> </ul>
Mid-semester break: 14 Apr – 23 Apr			
Week 8 25 Apr	Public holiday: Anzac Day		No tutorial
Week 9 2 May	<ul style="list-style-type: none"> <li>Event safety, risk and emergency services management</li> <li>Event legal compliance</li> </ul>	Chap 8, 13, & 17	Group exercises and discussions
Week 10 9 May	<ul style="list-style-type: none"> <li>Event logistics &amp; production</li> </ul>	Chap 15 & 16	<b>Quiz 2 (Chap 6-8, 9-10, 13, 15-17)</b>
Week 11 16 May	<b>Event proposal exhibitions and sales pitching: Part 1</b>		Evaluations on event exhibitions I

Week 12 23 May	<b>Event proposal exhibitions and sales pitching: Part 2</b>		Evaluations on event exhibitions II
Week 13 30 May	Post event evaluation	Chap 14	<ul style="list-style-type: none"> <li>• Guest speaker: TBD</li> <li>• Debrief and Feedback</li> <li>• <b>Individual Assignment due</b></li> </ul>

<sup>1</sup>Note: The lecture topics and readings are subject to change.

## 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 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.

#### 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 will 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.

## 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, and in online activities, 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 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://safety.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.

### 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 (pdf - download here) 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>
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 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 Protocol on requests for Special Consideration for Final Exams:

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 at least 50% 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 1, 2017 are:

**Tuesday 11 July 2017** Exams for the School of Accounting, Marketing

**Wednesday 12 July 2017** Exams for the School of Banking and Finance, Management, Risk and Actuarial Studies

**Thursday 13 July 2017** Exams for the School of Economics, Taxation and Business Law, Information Systems

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. Absence from a supplementary exam without prior notification does not entitle the student to have the original exam paper marked, and may result in a zero mark for the final exam.

The Supplementary Exam Protocol for Business School students is available at:  
<http://www.business.unsw.edu.au/suppexamprotocol>

## 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>

The EDU offers 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

7577 or 9385 4508; Email: [edu@unsw.edu.au](mailto:edu@unsw.edu.au).

- **Business 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>. For technical support, email: [itservicecentre@unsw.edu.au](mailto: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 services and facilities for students**

<https://www.library.unsw.edu.au/study/services-for-students>

- **IT Service Centre:**

<https://www.it.unsw.edu.au/students/index.html>

Provides technical support to troubleshoot problems with logging into websites, downloading documents, etc. Office: UNSW Library Annexe (Ground floor). Phone: 9385 1333.

- **UNSW Counselling and Psychological Services**

<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](mailto:counselling@unsw.edu.au)

- **Disability Support Services**

<https://student.unsw.edu.au/disability>

Provides assistance to students who are trying to manage the demands of university as well as a health condition, learning disability or have personal circumstances that are having an impact on their studies. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: [disabilities@unsw.edu.au](mailto:disabilities@unsw.edu.au)