MARK 3054
Marketing Analytics and Big Data

Course Outline
Semester 1, 2015

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
Lecturer-in-charge: Dr. Rahul Govind
Room Quad 3012
Phone No: 9385 1284
Email: r.govind@unsw.edu.au
Consultation Times – Monday 9am-11am, or by appointment

Tutors: David Lie – David.Lie@unsw.edu.au
        Jake An – Jake.An@unsw.edu.au

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1 (to Week 12): The Time and Location are:
Mechanical Engineering G03

Tutorials will be held in Weeks 3, 4, 6, 9-13 Please consult the class timetable for lecture and tutorials

2.2 Units of Credit
The course is worth 6 units of credit.

2.3 Summary of Course
MARK3054 helps to develop your analytical capabilities – key skills that numerous companies have stated they look for in marketers, particularly in challenging business environments. It links the analytical material of MARK2052 with practical issues in marketing management. Students are exposed to a range of statistical tools and techniques, from regression analysis to cluster analysis, perceptual mapping and factor analysis. The emphasis is not on formulae, but on how to apply and interpret a range of statistical techniques to help answer marketing-related questions. In addition to the traditional Marketing Research Techniques, the course will also focus on big data analytics which is an emerging technique in Marketing Research and is in demand by recruiters. The personal computer and the statistical software SPSS are used extensively for completing analysis-based tasks. In the course students are strongly encouraged to start thinking as marketers by asking questions of their data, setting their own direction for the analysis in the project and thinking about how a company could utilise the results in practice.

2.4 Course Aims and Relationship to Other Courses
MARK3054 is a core course for students wishing to complete a major in Marketing within the BCom. It draws on the information learnt in MARK2051 and is seen as an extension of MARK2052 Marketing Research. In particular, this course expands upon MARK2052 to a related quantitative area, as well as linking the analytic material learned in MARK2052 with practical issues in marketing management. The pre-requisite for this course is ECON1203. It is strongly advised that MARK2052 has also been successfully passed as MARK3054 uses a number of statistical concepts introduced within that course.

2.5 Student Learning Outcomes
By the end of this course you should be able to:
1. Use SPSS and other software to analyse a variety of data typically collected by marketers.
2. Explain when and how a range of statistical techniques may be applied to marketing situations.
3. Translate the output from statistical analyses into a language that is understandable to marketing managers.
4. Competently and confidently communicate (oral and written) the true meaning of statistical output.
6. Demonstrate an ability to determine self-direction in undertaking tasks, i.e. choose what needs to be done, rather than do what is told.

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 coursework 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.
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 practised 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 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                        | Use SPSS to analyse a variety of data typically collected by marketers Explain when and how a range of statistical techniques may be applied to marketing situations. | • Project  
• Tutorial Problems  
• In-tutorial Tests  
• Exam |
| 2 Critical thinking and problem solving | Demonstrate an ability to determine self-direction in undertaking tasks, i.e. choose what needs to be done, rather than do what is told. Translate the output from statistical analyses into a language that is understandable to marketing managers. | • Project  
• Tutorial Problems  
• In-tutorial Tests  
• Exam |
| 3a Written communication           | Translate the output from statistical analyses into a language that is understandable to marketing managers. Competently and confidently communicate (oral and written) the true meaning of statistical output. | • Project Report  
• Exam |
| 3b Oral communication              | Translate the output from statistical analyses into a language that is understandable to marketing managers. | • Project Presentation |
| 4 Teamwork                         | Adequately self-reflect and self-assess behaviour in teamwork situations. | • Exam |
| 5a Ethical, environmental & sustainability responsibility | Not addressed in this course. | |
| 5b Social and cultural awareness   | Not addressed in this course. | |

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

This course is constructed so as to challenge you, encourage you to develop independent thinking and to take responsibility for your own learning. From experience, we have found that students are more receptive to learning when relevance and realism are present. Therefore a student-centred and process based approach is taken in this course. All aspects of this course are designed to support your learning. By instructing you in the basic tools of analysis, then providing repeated opportunities for you to practice these skills to solidify your understanding, you will then have the confidence to apply this learning and skills to a project,
where you guide its direction. To obtain full benefits from this course, you must be willing to extend yourself beyond your comfort zone.

3.2 Learning Activities and Teaching Strategies

Teaching in this course will be via lectures, tutorials and computer workshops, and individual study.

- Lectures: The lectures will introduce a range of various statistical techniques that may be used by marketers to understand marketing problems. Each technique will be introduced within the context of a marketing problem to convey how and why it is used. The emphasis will be on understanding the basis of each technique, how it can be applied, and what the results mean for a marketer. Learning of formulae is not a concern. SPSS will be used as the tool to demonstrate what information these techniques can provide. I will presume you have completed the required reading for the week before you attend the lecture.

- Tutorials and computer workshops: These will be used to reinforce material covered in lectures and deal with additional issues and viewpoints related to lecture material. This will be done by having you actively involved in your learning. The tutorial program, based around SPSS, is very practical and is designed to develop your skills in the use of this program. Each week you will be using the computer to learn how to use SPSS and to carry out a range of exercises on a particular analysis technique.

- Individual study: Time spent on practice exercises outside of formal lectures and tutorials is highly recommended to consolidate your understanding all aspects of the course. There are many data sets available with the SPSS text and through Moodle to enable you to practise what is covered in lectures and tutorials.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50%; and
- achieve at least 50% in the sum total of all individual components (e.g., 50% on the final exam AND 50% COMBINED on Tutorial exercises).

If you do not pass the individual components (Combined score), you WILL receive a UF grade.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Learning Outcomes assessed</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam*</td>
<td>50%</td>
<td>1, 2 and 3</td>
<td>3 Hours</td>
<td>Formal exam period</td>
</tr>
<tr>
<td>Project</td>
<td>Report - 20%</td>
<td>1, 3, 4, 5, 6</td>
<td>8 pages</td>
<td>1st June for report</td>
</tr>
<tr>
<td></td>
<td>Presentation Skills – 5% + 5%*</td>
<td>30 minutes</td>
<td>Week 12 for Presentation</td>
<td></td>
</tr>
<tr>
<td>Tutorial Component</td>
<td>In-class exercise* - 10 + 10%</td>
<td>1, 3</td>
<td>45 mins</td>
<td>Weeks 6 &amp; 10</td>
</tr>
</tbody>
</table>

* Individual Component
**Final Exam (50%)**

The final exam will take place in the formal examination period at the end of the session. It will be a closed book exam. The structure of the exam will be discussed in detail in the last week of the session; however the majority of it will be based around the interpretation of SPSS output. The exam is designed to provide an individual assessment of the depth of your knowledge of the statistical techniques and your competence in explaining their meaning (therefore is tied to learning outcomes 2 and 3).

*All students are expected to sit for the final exam at the specified time. Note that the supplementary exams will entail a different format and will be based completely on theory. There will be no SPSS output to interpret nor will there be ANY multiple choice questions due to data availability issues.*

**Project (30%)**

The project is to be done in groups of no more than 5 people from the same tutorial (Each tutorial will have a total of 5/6 groups). This is required since time is allocated in each tutorial to work on specific components of the project. The project provides you with the opportunity to take your knowledge of the techniques in the course and apply them to a real situation. As such it is inextricably linked to all learning outcomes. Whereas the project for MARK2052 finished with the development of an instrument for conclusive research, the project for MARK3054 is concerned with the analysis of the data collected from this instrument. This will entail you applying a range of statistical techniques to the data to provide the necessary information. You will not be told exactly what analyses to perform. The course provides you will a “toolbox” of techniques, and then you, with your group, will need to decide the best ones to use to answer the objectives. Background to the problem and the specific research objectives will be provided in the detailed project brief, which will be uploaded on Moodle and discussed in the lecture in week 3.

**Presentation (10%):** to be uploaded to Moodle

The students will be asked to upload a video to Moodle by week 12 (May 29th Friday). All group members will need to present for at least three minutes. The total length of the presentation should not exceed 20 minutes. 10% of the grade will be truncated for each minute that the presentation exceeds the time limit. Marking Criteria will be made available on Moodle.

**Final Report (20%): Due 2pm Monday, 1st June**

The final report will provide an insight into the research problem i.e. the findings. This will entail you applying a range of statistical techniques to the data to provide information on the research objectives and writing a concise, yet insightful overview of what you found. More details will be provided during class in weeks 3 and 4.

Marking criteria:
- Overall relevancy of information.
- Overall depth of insight for the chosen objectives.
- Overall clarity, conciseness, creativity.
- Adequacy of the report and appropriateness of techniques used.
- Group cohesion and degree to which all members visibly contribute, based on report and peer feedback.

Students are invited to approach the lecturer for any problems being faced due to specific group members. The instructor reserves the right to vary individual member’s marks after considering these evaluations.
Tutorial Component (20%)

In-class Exercise: Weeks 6 and 10
In order to cover the work involved in this course, and to ensure students have the skills necessary to conduct the project; students need to get a good grasp of some basic concepts and skills very early in the course. To encourage this, and to provide some feedback early on as to how you are going in the course, a short practical (computer-based) exercise will take place in tutorials in week 6. Done individually, the exercise will entail you performing some basic SPSS tasks and answering a few questions. The exercise will be worth 10%. A second individual in-class exercise will be administered in week 10, and will also be worth 10%.

Computer Skills
The development of your practical skills in SPSS is essential for you to gain the most out of this course. In addition to the Tutorial in-class exercise, these skills may be tested at various stages in tutorials throughout the session so that you are aware of any areas that may need improvement. A consolidation week (week 10 – after in class exercise) is set aside to help you gain more confidence in this area.

4.3 Assessment Format
Project reports are to be typed, eight pages, 12pt, at least 1½ spacing, 2.5cm margins. It is not necessary that the reports are bound, however, they must be secured tightly to avoid any pages becoming displaced. The School of Marketing cover page is to be used when submitting any assessment. A copy of this can be downloaded from the course Moodle site or obtained next to the essay boxes on the 3rd floor of the Quadrangle building. MAKE SURE THAT YOU KEEP A COPY WITH YOU.

4.4 Assignment Submission Procedure
Projects are to be submitted on or before the due date no later than 2pm by lodging in the marked essay box located on the 3rd floor, of the Quadrangle building (OPPOSITE THE SCHOOL OF MARKETING OFFICE). All projects should use the School of Marketing cover sheet. You are advised to keep a hard and soft copy of all submitted work.

4.5 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. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

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

2) UNSW Moodle: Only students officially enrolled in this course can gain access to these facilities through the Moodle site. This site will be used in a number of ways:

- Condensed Lecture Slides. These will be available from 9am the Monday before the lecture. However, you are strongly advised NOT to rely entirely on these notes as they would only cover the major points discussed in lectures. Many other issues and examples raised in lectures may not be available through this medium.

- Tutorial hand-outs providing details of particular techniques covered each week will ONLY be available IN TUTORIALS.

- Hand-outs. A copy of this outline and most major hand-outs provided in this course will generally be available on Moodle as they are produced.

- No recorded lectures will be made available for this course.

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. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

Based upon this feedback, a number of changes have been made to the project component of the course (e.g., weighting of this component increased, clearer guidelines provided as to what was expected) and a consolidation week introduced allowing students to gauge their level of competency in the course so far and to provide an opportunity to gain individual help.

If at any time you have any concerns with your progress or any aspects of the course, please feel free to contact me to discuss your concerns. The aim of the course is not purely to increase your knowledge of the content, but also allow you to feel more comfortable and confident when dealing with quantitative data.
# 7 COURSE SCHEDULE

## Lecture Schedule

Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 2 March</td>
<td>Introduction – Overview of Course &amp; Administration + Market Research Process</td>
<td>--</td>
</tr>
<tr>
<td>Week 2 9 March</td>
<td>Understanding the data set; graphing. Means, standard deviation, frequency, Crosstabs and chi-square</td>
<td>--</td>
</tr>
<tr>
<td>Week 3 16 March</td>
<td>Understanding the Target Market T-tests - one sample case; 2 sample cases</td>
<td>Data entry and descriptives</td>
</tr>
<tr>
<td>Week 4 23 March</td>
<td>Examining Multiple groups: ANOVA</td>
<td>T-tests</td>
</tr>
<tr>
<td>Week 5 30 March</td>
<td>Exploring Relationships: Regression</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td><strong>Mid-semester break:</strong> Good Friday 3rd April - Sunday 12th April</td>
<td></td>
</tr>
<tr>
<td>Week 6 13 April</td>
<td>Exploring Relationships: Regression</td>
<td>ANOVA and Exercise 1</td>
</tr>
<tr>
<td>Week 7 20 April</td>
<td>Understanding Customers: Conjoint Analysis</td>
<td>--</td>
</tr>
<tr>
<td>Week 8 27 April</td>
<td>Understanding Customers: Conjoint Analysis</td>
<td>--</td>
</tr>
<tr>
<td>Week 9 4 May</td>
<td>Market Basket Analysis</td>
<td>Conjoint Analysis</td>
</tr>
<tr>
<td>Week 10 11 May</td>
<td>Text Analytics</td>
<td>Market Basket Analysis and Exercise 2</td>
</tr>
<tr>
<td>Week 11 18 May</td>
<td>Predictive Analytics</td>
<td>Market Basket Analysis</td>
</tr>
<tr>
<td>Week 12 25 May</td>
<td>Data Visualization</td>
<td>Text Analytics</td>
</tr>
<tr>
<td>Week 13 1 June</td>
<td><strong>NO LECTURE</strong></td>
<td>Predictive Analytics</td>
</tr>
</tbody>
</table>
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.

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<tr>
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<tr>
<td>b. Identify social and cultural implications of business situations.</td>
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</table>
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.

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 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 at least 45% in each assignment and meeting the obligation to have attended 80% of classes 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, 2015 are:
   - 14th July – exams for the School of Accounting
   - 15th July – exams for all Schools except Accounting and Economics
   - 16th July – 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.


**Special consideration and assessments other than the Final Exam in undergraduate courses:**
The student should contact the LIC within 24 hours for any consideration. These include any missed exercises. Please file all requests online.
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.

- **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