MARK 5700
Elements of Marketing

Course Outline
Semester 1, 2015

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Part B: Key Policies, Student Responsibilities and Support
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Kyung Jin Lim
Room: Quad 3021
Phone No: 9385 1600
Email: kyungjin.lim@unsw.edu.au
Consultation Times: Tuesdays 10am-11am (or by appointment)

2 COURSE DETAILS

2.1 Teaching Times and Locations

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Tuesday 18:00 – 21:00</td>
<td>Civil Engineering G1 (K-H20-G1)</td>
</tr>
<tr>
<td>Tutorial</td>
<td>There are no tutorials for this course.</td>
<td></td>
</tr>
</tbody>
</table>

2.2 Units of Credit

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

2.3 Summary of Course

Elements of Marketing (MARK 5700) examines how to manage and maintain profitable customer relationships by understanding customer needs, translating these needs into offerings that customers will value, and communicating and delivering the offerings to the customers. An overview of marketing theories and concepts will be provided along with supplementary discussions of concurrent marketing practices.

2.4 Course Aims and Relationship to Other Courses

Elements of Marketing (MARK 5700) is one of the compulsory courses in the university Master of Commerce (Marketing) program. This course is an introductory course and is relevant to all students who wish to obtain a general understanding of marketing, irrespective of prior background and knowledge.

The primary aim of this course is to develop student understandings of (1) fundamental marketing theories and concepts, (2) relevant techniques and frameworks used in the marketing field, and (3) how the marketing process is used to effectively create, deliver, and exchange value with customers. By providing a broad overview of the marketing process, this course will provide students with a foundation upon which to build more in-depth knowledge and skills through subsequent courses offered in the program.

2.5 Student Learning Outcomes

At the end of the course, upon participating fully in learning activities and successfully completing the assessment items, students should be able to:

1. Identify and describe key theories, concepts, and frameworks in marketing.
2. Apply concepts, techniques, and frameworks to evaluate and analyse marketing problems and marketing decisions with respect to various situations.
3. Use resources (e.g., marketing research, research studies) in an informed and skilful way as part of the process of developing a marketing plan.
4. Develop an appreciation for ethical practices and social responsibility in application of marketing.
5. Work individually and as an effective member of a team.
6. Effectively communicate marketing knowledge in oral and written contexts.

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

### 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:
   - Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
   - 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:
   - Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   - Consider social and cultural implications of business and/or management practice.

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

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business postgraduate 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>
| Knowledge                          | 1. Identify and describe key theories, concepts, and frameworks in marketing.  
2. Apply concepts, techniques, and frameworks to evaluate and analyse marketing problems and marketing decisions with respect to various situations. | • Class Participation  
• Group Assignment  
• In-class Quiz  
• Final Exam |
### 3 LEARNING AND TEACHING ACTIVITIES

The learning and teaching activities involved in *Elements of Marketing* (MARK 5700) are comprised of main lectures and supplementary class discussions. The collective aim of the learning and teaching activities is to help students become familiar with key marketing concepts and frameworks and build the skills required to critically evaluate real-world marketing practices and develop successful marketing strategies.

**Lectures**

The main lectures are structured to outline theories, concepts, and frameworks relevant to the marketing field. Lectures will be held weekly starting from Week 1 and will be conducted in a seminar style format with different topics specified for each week. The overall aim of the main lectures is to help students understand key marketing concepts and frameworks both theoretically and in application to real-world marketing practices.

**Class Discussions**

Class discussions are also an important component of the course structured to help students become more fluent in the use of marketing typologies and develop the ability to apply the concepts and frameworks discussed in the main lectures to concrete marketing problems. Class discussions will involve a combination of open discussions and small group activities. Class discussions are designed to supplement the lectures and encourage active learning and will be conducted in a comfortable yet challenging format. Students will be asked to explore and discuss concurrent marketing issues, analyse and solve real-world marketing problems, and develop creative and successful marketing plans.

To maximize the learning experience and enable active and effective learning, students are expected to read all relevant materials beforehand and actively search for and access information regarding the topics discussed. The combination of learning and teaching activities will help students integrate, synthesize, apply, and communicate the elements discussed throughout the course. Students are also encouraged to become aware of their surrounding environment from a marketing perspective, plan and execute the various assessment tasks, and work cohesively in their assigned groups.
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% on the final exam; and
- Attend at least 80% of all lectures (as per university regulations).

4.2 Assessment Details
The following table presents the formal assessment scheme for this course.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weight</th>
<th>Components/Length</th>
<th>Due Date</th>
</tr>
</thead>
</table>
| Class Participation   | 15%    | ▪ Attendance  
▪ Preparation  
▪ Open discussions & Written activities  
(see below for details) | On-going                        |
| Group Assignment      | 30%    | ▪ 3 Case Reports (each 10%) - Maximum 5 pages  
- 12pt Typed, Word document  
- Electronic submission  
- (see below for details)  
▪ 3 Peer evaluation  
- Online via course website  
- Adjust 20% of report mark  
- (see below for details) | Case 1: 5pm 17th April  
Case 2: 5pm 1st May  
Case 3: 5pm 22nd May  
(see below for details)  
Peer Eval 1: 5pm 24th April  
Peer Eval 2: 5pm 8th May  
Peer Eval 3: 5pm 29th May  
(see below for details) |
| In-class Quiz         | 25%    | ▪ Quiz 1 (10%) 40 minutes  
▪ Quiz 2 (15%) 60 minutes | Quiz 1: Week 5  
Quiz 2: Week 10 |
| Final Exam            | 30%    | 120 minutes                                                                      | University Exam Period         |
| Total                 | 100%   |                                                                                   |                                 |

CLASS PARTICIPATION (15%)

- **Attendance**
  All students are expected to attend all lectures (arrive on time and do not excuse yourself before the class is complete). As per university guidelines, a minimum 80% attendance is required in order to pass the course.

- **Preparation**
  Students are also expected to prepare for class by thoroughly reading any relevant reading materials prior to class. Preparation is necessary to fully absorb the content discussed in class and partake in class discussions.

- **Open Discussions & Written Activities**
  Class participation also includes contribution to open discussions and class activities. Contribution indicates both active involvement and quality inputs. Active involvement relates to proactive partaking in open discussions and class activities and quality inputs relates to making intelligent comments, asking relevant questions,
and providing arguments related to the discussion topic. Active involvement and quality input will help enhance the learning experience by providing opportunities for peer learning and increasing the depth of the discussions and activities.

Class participation will be assessed through a combination of several short written (1 – 2 page) activities conducted in class and recordings taken by the lecturer of active involvement and quality inputs to open discussions. Group-level class activities will be assessed at the group level and individual class activities will be assessed at the individual level accordingly.

The following table provides the guidelines that will be used to assess participation.

<table>
<thead>
<tr>
<th>Level of Participation</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance below minimum requirements</td>
<td>0</td>
</tr>
<tr>
<td>Attendance requirements met, but no preparation for class</td>
<td>1 – 2</td>
</tr>
<tr>
<td>Attendance requirements met, preparation for class, submission of class activities but no involvement in open discussions OR involvement in open discussions but no submission of class activities</td>
<td>3 – 4</td>
</tr>
<tr>
<td>Attendance requirements met, preparation for class, submission of class activities and involvement in open discussions, but no quality input to class activities or open discussions</td>
<td>5 – 7</td>
</tr>
<tr>
<td>Attendance requirements met, preparation for class, submission of class activities and involvement in open discussions, quality input to class activities but no quality input to open discussions OR quality input to open discussions but no quality input to class activities</td>
<td>8 – 10</td>
</tr>
<tr>
<td>Attendance requirements met, preparation for class, submission of class activities and involvement in open discussions, quality input to class activities and open discussions</td>
<td>11 – 13</td>
</tr>
<tr>
<td>Has satisfied all of the above and demonstrated excellence in participation and contribution that enhanced the quality of the learning experience</td>
<td>14 – 15</td>
</tr>
</tbody>
</table>

**GROUP ASSIGNMENT (30%)**

In Week 3, students will be assigned into groups of 3 to 5 individuals (size of groups will depend on size of class). Students with prior preferences for group members must inform the lecturer by Week 2 to be considered. (Note, while prior preferences provided by Week 2 will be taken into consideration, students may not always be able to work with peers of their choice). Students without prior preferences and students absent on Week 3 will be randomly assigned into groups by the lecturer.

- **3 Case Reports**
  Each group is required to complete three case reports (10% each), where each case report is associated with a different submission deadline. All case reports must be submitted by 5pm of the designated submission date. The list of cases, submission dates, and submission formats will be provided across Weeks 3 and 4.

- **3 Peer Evaluations**
  Each individual student is also required to complete three peer evaluation reports (one for each case report). The peer evaluations are designed to assess the level of cooperation, collaboration, and contribution by each group member for each case report. Following a case report submission, students will be given a five-day window (Monday to 5pm Friday) to complete the relevant peer evaluation. All peer evaluations will be conducted in the form of an online survey through the course website. The results of the peer evaluation will be used to adjust 20% of each
**Group case report mark** (e.g., for a group that has received a mark of 10 for a case report, all members of the group will have a base mark of 8 and the remaining 2 marks will be scaled according to the results of the peer evaluation). **Failure to complete a peer evaluation in the time provided will result in a 0 mark for the 25% adjustment component for that individual** (e.g., for the above example, a student who has not completed the peer evaluation within the given time frame will only receive the base 8). Details on how the peer evaluations will be used to adjust case report marks will be explained in Week 1.

**In-class Quiz (25%)**

The In-class Quiz is designed to provide students with the opportunity to organise their understanding of the materials covered in class and assess their understandings of key marketing concepts and framework and their ability to apply marketing knowledge to analyse, assess and evaluate various marketing scenarios. There will be two separate in-class quizzes conducted as part of the lecture time. Both in-class quizzes will be conducted in the form of individual written assessments.

- **Quiz 1 (10%)**
  Quiz 1 will be held in Week 5 for the duration of 40 minutes (as part of the 3 hour class) and will cover all materials up to and including Week 4. The quiz will be conducted in the form of a written assessment and may contain a mix of multiple choice, short answer, and case analysis questions. Detailed information about the quiz will be provided in the preceding week (Quiz 1 brief will be provided in Week 4) and feedback for the quiz will be provided in Week 6.

- **Quiz 2 (15%)**
  Quiz 2 will be held in Week 10 for the duration of 60 minutes (as part of the 3 hour class) and will cover all materials up to and including Week 9. The quiz will be conducted in the form of a written assessment and may contain a mix of multiple choice, short answer, and case analysis questions. Detailed information about the quiz will be provided in the preceding week (Quiz 2 brief will be provided in Week 9) and feedback for the quiz will be provided in Week 12.

*If a student misses an in-class quiz due to reasons acceptable to the university, the student MUST apply for special consideration through the university to be considered for a possible re-scheduling. The application and documentation will go through a formal review by the university as having met a minimum standard. If and once the application is approved, a replacement assessment will be arranged accordingly.*

**Final Exam (30%)**

The final exam will be held during the official university exam period (12–29 June). The final exam time consists of 120 minutes and will cover all materials from Week 1 to 12. The final exam is conducted in the form of a written assessment and may contain a mix of short/long answers and case analyses. A detailed format for the final exam will be provided in Week 12.
4.3 Assessment Format

- **Class Participation**
  All in-class written activities **must** be written in the designated format (details of the format will be provided with each activity) and **must** be submitted by the designated time frame (details of the time frame will be provided with each activity). All in-class written activities **must** be written in an organized, clear, and concise manner.

- **Group Assignment**
  All group reports **must** include an official School of Marketing Group Assignment cover sheet with each group member’s name, student number, and signature. **Failure to include a cover sheet with each report will result in mark deduction.**

  All group reports are restricted to **5 pages**. The assignment length **includes** cover page, and any appendices or references. All appendices and references **must** be relevant to the assignment and clearly indicated in the main body of the assignment. Any supplements with poor or incorrect referencing will be disregarded. **Failure to meet the length restriction will result in mark deduction.**

  All group reports **must** be written in an organized, clear, and concise manner and **must** be submitted as a **word document**, **typed in 12-point font**, with **1.5 spacing**. **Hand written assignments will not be accepted.**

  All group reports are due by **5pm of the designated submission date** and **must** be submitted as an electronic document through the course website.

  The following table provides the guidelines that will be used to assess the case reports.

<table>
<thead>
<tr>
<th>Group Case Report</th>
<th>Weight of Case Report Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Report Format</strong></td>
<td></td>
</tr>
<tr>
<td>- Includes a completed cover sheet</td>
<td>20%</td>
</tr>
<tr>
<td>- Submitted on time (5pm of designated submission date)</td>
<td></td>
</tr>
<tr>
<td>- Follows page limit (max 5 pages including cover sheet, appendices, reference)</td>
<td></td>
</tr>
<tr>
<td>- Follows document formatting (12pt font, 1.5 spaced, typed, word document)</td>
<td></td>
</tr>
<tr>
<td><strong>Report Content</strong></td>
<td></td>
</tr>
<tr>
<td>- Clear, concise, and well organized</td>
<td>80%</td>
</tr>
<tr>
<td>- Shows understanding and critical evaluation of case at hand</td>
<td></td>
</tr>
<tr>
<td>- Addresses the specified question(s) in a logical manner</td>
<td></td>
</tr>
<tr>
<td>- Shows support for any decisions made with regards to the case at hand</td>
<td></td>
</tr>
</tbody>
</table>

4.4 Assignment Submission Procedure

All group reports **must** include an official School of Marketing Group Assignment cover sheet (signed by each group member), which can be found at: [https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf](https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf)

All group reports **MUST** be submitted through the course website (only one submission per group report is required). The originality of the assignments will be checked with the Turnitin™ software.
4.5 Late Submission
In accordance with the School of Marketing policy, late submissions will attract a **10% per day penalty** (including weekends) and will not be accepted after three working days. An assignment is considered late if it has not been by the designated time.

Students are advised to plan ahead and submit their reports in advance and during working hours so as to receive any technical support if necessary – technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: [http://teaching.unsw.edu.au/turnitin-students](http://teaching.unsw.edu.au/turnitin-students).

**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 course website is on Moodle at: [https://moodle.telt.unsw.edu.au/login/index.php](https://moodle.telt.unsw.edu.au/login/index.php)

The following information will be made available on the course website:
- Course outline
- Lecture materials & Reading materials
- Assignment information

**Textbook**

**Reading Materials**
Brief lecture slides and any additional required readings will be available through the course website prior to the relevant lecture week. Students should monitor the course website frequently so as to receive any updates. Recordings of the lectures will not be available.

**(Additional Optional Readings)**
The following list (this is not exhaustive) is useful sources that may help with students’ group assignments. Note, these are not required readings.

**Academic Journals**
- Marketing Science
- Journal of Marketing Research
- Journal of Marketing
- Journal of Consumer Research
- Management Science
- European Journal of Marketing
- Harvard Business Review
- MIT Sloan Management Review

**Newspapers/Magazines**
- Business Review Weekly
- Business Week
- Australian Financial Review
- The Australian (Marketing Section)
- Sydney Morning Herald (Business Section)
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. In this course, we will seek your feedback through the end of semester CATEI evaluations. Feedback from previous students indicated that students enjoyed the lectures but wanted opportunities for more activities and discussions. As a result of this feedback, the class participation component of the course has been modified to include small group activities in addition to the open discussions.

7 COURSE SCHEDULE

Lectures begin in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Wk</th>
<th>Lecture Topic</th>
<th>Reference* Text Chapter</th>
<th>Activities &amp; Assessments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Marketing</td>
<td>Ch.1 – 2</td>
<td>- Course schedule &amp; assessment overview</td>
</tr>
<tr>
<td>2</td>
<td>Strategic Marketing Planning</td>
<td>Ch.3 – 4</td>
<td>- GA**: Group formation prior preference due</td>
</tr>
<tr>
<td>3</td>
<td>Understanding the Marketing Environment</td>
<td>Ch.5, 18</td>
<td>- GA: Final group formation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- GA: List of cases &amp; due dates</td>
</tr>
<tr>
<td>4</td>
<td>Customers &amp; Customer Relationship Management</td>
<td>Ch. 7 – 8</td>
<td>- Approach to case reports</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- In-class Quiz 1 brief</td>
</tr>
<tr>
<td>5</td>
<td>Information Management &amp; Marketing Research</td>
<td>Ch. 6</td>
<td>- In-class Quiz 1 (40 min as part of the 3 hr class)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Mid-semester break: Friday 3rd April - Sunday 12th April</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Marketing Metrics &amp; Business Analytics</td>
<td>Ch.9</td>
<td>- GA: Case 1 due</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Quiz 1 feedback</td>
</tr>
<tr>
<td>7</td>
<td>Product &amp; Brand Portfolio Management</td>
<td>Ch.10 – 11</td>
<td>- GA: Peer evaluation 1 due</td>
</tr>
<tr>
<td>8</td>
<td>Pricing and Profitability</td>
<td>Ch.12</td>
<td>- GA: Case 2 due</td>
</tr>
<tr>
<td>9</td>
<td>Supply Chain Management</td>
<td>Ch.13 – 14</td>
<td>- GA: Peer evaluation 2 due</td>
</tr>
<tr>
<td>10</td>
<td>Integrated Marketing Communications</td>
<td>Ch.15 – 16</td>
<td>- GA: Peer evaluation 2 due</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- In-class Quiz 2 brief</td>
</tr>
<tr>
<td>11</td>
<td>Digital Marketing &amp; Web Analytics</td>
<td>Ch.17</td>
<td>- GA: Case 3 due</td>
</tr>
<tr>
<td>12</td>
<td>Sustainable Marketing</td>
<td>Ch.19</td>
<td>- GA: Peer evaluation 3 due</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Quiz 2 feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Final exam brief</td>
</tr>
<tr>
<td>13</td>
<td>NO LECTURE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Some weeks may contain additional required readings. Any additional required readings will be provided through the course website prior to the relevant week. Students should monitor the course website to obtain any updates on the reading materials.

**GA indicates Group Assignment Component**
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.

<table>
<thead>
<tr>
<th>Business Postgraduate Coursework Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
</tbody>
</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.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 website. 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:
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.

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 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
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; Phone: 9385 1333.

UNSW Learning Centre 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


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.

Student Equity & Disabilities Unit 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