MNGT 8601
Managers, Markets & Prices

Course Outline
Session 3, 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: Scott Muller
Email: scott.muller@unsw.edu.au
Phone No: +61 404 448 187

Scott has been a core member of the Adjunct Faculty at the Australian Graduate School of Management (AGSM) since 1999. He currently facilitates several courses across the various AGSM MBA programs, including: Economics in Management Practice (EMP); Managers, Markets and Prices (MMP); Corporate Finance (CF); and Quantitative Business Modelling for Managers (QBM).

Scott holds an Undergraduate Degree in Mechanical Engineering from the University of New South Wales and a Master of Business Administration degree from the AGSM. He has a Master of Science degree and a University Medal from the University of Plymouth (UK). Scott’s PhD studies were centred on the practical application of Economic Game Theory and Auction Theory to optimise large-scale competitive tenders and the resultant commercial contracts.

Scott has over 25 years’ experience in executive management roles and in leading engagements at C-level for global organisations and Government. He worked for several years as an engineer and senior manager in the maritime industry throughout Australia and South East Asia. He has held two diplomatic postings overseas (PNG and UK) for the Australian Government and was a senior executive in the Australian retail banking and finance sector for over a decade.

Scott is currently the Managing Director of Sando Australia Pty Ltd - a specialist consultancy delivering advisory services to a diverse range of corporations and industries on strategic tendering, corporate negotiations and business/vendor optimisation.

2. COURSE DETAILS

2.1 Teaching Times and Locations
Cliftons HK @ Level 5, Hutchison House, 10 Harcourt Road, Central, Hong Kong.
Ph: +852 2159 9999

<table>
<thead>
<tr>
<th>#</th>
<th>Day</th>
<th>Date</th>
<th>Lecture time</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Saturday</td>
<td>11 July 2015</td>
<td>2:00pm – 8:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>2</td>
<td>Sunday</td>
<td>12 July 2015</td>
<td>10:00am – 7:00pm</td>
<td>Cliftons, HK</td>
</tr>
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<td>3</td>
<td>Monday</td>
<td>13 July 2015</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
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<td>4</td>
<td>Tuesday</td>
<td>14 July 2015</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
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<td>5</td>
<td>Thursday</td>
<td>16 July 2015</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
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<td>6</td>
<td>Friday</td>
<td>17 July 2015</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>7</td>
<td>Saturday</td>
<td>18 July 2015</td>
<td>2:00pm – 8:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>8</td>
<td>Sunday</td>
<td>19 July 2015</td>
<td>10:00am – 7:00pm</td>
<td>Cliftons, HK</td>
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</tbody>
</table>
2.2 Bad Weather Policy

Classes will be cancelled if a No. 8 or higher tropical cyclone warning signal or black storm warning is raised at any time from 3 hours before the start of the class. In the event of cancellation due to bad weather, make up classes may or may not be held depending on room/lecturer availability.

2.3 Units of Credit

The course is worth 6 units of credit.

2.4 Summary of Course

The course explains the ‘economic way of thinking’ and applies microeconomics to a range of practical situations faced by contemporary managers. The course covers topics relating to: the decisions of individuals and firms including how prices are determined in competitive markets through supply and demand; cost analysis and how to use costs to develop a sustainable competitive advantage; calculating economic profits and understanding how they differ from accounting profits; the role of market power in determining the long-run profitability of an industry; how and why firms should differentiate themselves from their competitors; how game theory can help analyse strategic interaction between firms and the decision-making process; the impact of principal/agent issues and agency costs; and how to optimise a firm’s operational boundaries.

2.5 Course Aims and Relationship to Other Courses

The aim of this course is to equip you with knowledge and skills to make better management decisions. The course provides qualitative and quantitative frameworks for understanding the logic of various analysis techniques, business tactics and strategies that are also taught in your other core courses including MNGT8620 Accounting & Financial Management, MNGT8670 Managing People & Organisations, MNGT8650 Marketing Principles, MNGT8240 Operations Management, MNGT8621 Corporate Finance and MNGT8482 Corporate Strategy.

2.6 Student Learning Outcomes

On completion of the course, you are expected to be able to achieve the following learning outcomes:

1. able to identify how supply and demand factors are influencing average prices and sales volumes in an industry and identify future risks;
2. apply the principles of elasticity to understand the impact of a change in an industry factor on average prices and sales volume;
3. model the differences in cost per unit for the firms in an industry and explain how this can influence their strategies;
4. identify how a variety of pricing tactics can be used to increase profits in both the short and long run;
5. use game theory to identify optimal price and promotional tactics, long-run strategies, to manage risks of interacting with rivals and to manage a team of people;
6. understand, apply and communicate the key principles and risks involved when making outsourcing decisions;
7. construct written reports which are logical and professionally presented;
8. communicate economic ideas in a succinct and clear manner;
9. work collaboratively to complete a task; and
10. identify and assess environmental and sustainability considerations while performing industry analysis.

The learning outcomes also help you to achieve some of the overall Program Learning Goals and Outcomes which are further described in Part B of this course outline. In short, 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’).

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 class exercises and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business Management Knowledge</td>
<td>1 to 6</td>
<td>Online quiz</td>
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<tr>
<td></td>
<td></td>
<td>Final exam</td>
</tr>
<tr>
<td>2. Critical Thinking</td>
<td>1 to 6</td>
<td>Online quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final exam</td>
</tr>
<tr>
<td>3. Communication</td>
<td>7 and 8</td>
<td>Group assignment</td>
</tr>
<tr>
<td>4. Teamwork</td>
<td>9</td>
<td>Group assignment</td>
</tr>
<tr>
<td>5. Responsible Business</td>
<td>10</td>
<td>Final exam</td>
</tr>
<tr>
<td>6. Leadership</td>
<td>9</td>
<td>Group assignment</td>
</tr>
<tr>
<td>7. International Perspective</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>8. Risk Management</td>
<td>1, 5 and 6</td>
<td>Final exam</td>
</tr>
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3. LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
Class time will consist of a combination of facilitated lectures and interactive workshop sessions. The main objectives are to (i) review the materials, (ii) discuss a selected number of exercises and class discussion questions, (iii) discuss the practical business application of economic theory, and (iv) make economics interesting, engaging and relevant for your decisions both personally and in the workplace.

The learning strategy uses three elements: (i) the class time, (ii) your private reading of the course materials and your preparation of the practice exercises (iii) testing your knowledge and skills through the formal assessment program.
It should be noted that you are ultimately responsible for your own learning and must read the course notes, prepare the practice exercises, participate in class discussions, write summary notes and collaborate with other students to get the most out of the course.

4. ASSESSMENT

4.1 Formal Requirements
In order to pass this course, you must:

- attend at least 80% of the class hours;
- achieve a composite mark of at least 50% across all formal assessment tasks; and
- attempt each formal assessment task with a high level of effort.

4.2 Overview, Weights and Submission Dates
An overview of the course assessment, weights and mandatory submission dates is shown in the table below.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weight</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Quiz</td>
<td>15%</td>
<td>Thu 16 July 2015</td>
</tr>
<tr>
<td>Group assignment</td>
<td>40%</td>
<td>Mon 10 August 2015</td>
</tr>
<tr>
<td>Final exam</td>
<td>45%</td>
<td>Sat 22 August 2015</td>
</tr>
</tbody>
</table>

It should be noted that usually only one or two students will be awarded a High-Distinction for this course (a composite mark greater than 85%) with the rest of the class receiving a range of marks in the Pass (50 to 65), Credit (65 to 74) and Distinction (75 to 84) ranges.

Further information on assessment policies and guidelines can be found on the AGSM MBA website:
http://www.asb.unsw.edu.au/currentstudents/agsmmba/academicinformation/assessmentsandexaminations/Pages/default.aspx

4.3 Online Quiz
- Assesses Units 1 to 5 inclusive and constitutes a possible 15% of your overall course grade.

- The electronic link to undertake the online quiz will only be available on the Course website from 7pm to 10pm (local Hong Kong time) on the day scheduled for the quiz in the table above. Note that times that appear on the Course website may differ since that website is based on Australian Eastern Standard Time (Sydney).

- You must complete the online quiz as an individual. The online quiz is open book. When answering the questions in the quizzes you are permitted to refer to your Course Notes, lecture slides and any other official material provided by the AGSM.

- You must commence and finish the quiz within a single continuous online session within the stipulated 3 hour window of opportunity.

- The online quiz consists of one academic conduct declaration (not graded) and 18 randomly-selected questions. Questions might be in a multiple-choice format or
require you to type in a numerical value after making separate calculation(s). Each multiple choice question will have four possible solutions; and while more than one answer may be partly correct, you are required to select the single most correct answer. For questions requiring you to type in a numerical value, those numerical values will, where appropriate, be allowed to vary from the precise answer by only a small percentage to account for rounding errors. Negative marks will not be allocated for incorrect answers.

- The quiz questions will range from relatively simple questions to quite challenging questions in order to assess where you sit on the full spectrum of possible understanding. You are strongly advised to attempt all Unit Exercises, Class Discussion Questions and Quick Quiz questions from each relevant Unit in your Course Notes before attempting the online quiz. For your information the Quick Quiz questions are indicative of the type of online quiz questions that you may encounter, however they are still only a small sample of possible questions.

- Once you answer all the questions in a quiz you must submit your answers for grading. The Course website will then automatically grade your submitted answers and you will be able to see your score (out of a possible 18). Then you will be able to use the “review” option after the quiz closes to see some feedback on your personal attempt.

- Supplementary quizzes will not be made available to any student. You are responsible for arranging access to the Internet so that you can complete the online quiz at the specified time.

- It should be noted that a list of recommended Internet browsers for use with the UNSW eLearning Website (through which the Course Website is presented) may be obtained from UNSW. Moreover the eLearning Website may be unreliable or inaccessible from some places due to firewall or other technical restrictions. Computer unavailability or difficulties will NOT be accepted as a viable excuse for non-submission or incorrect submission of the online quiz.

**IMPORTANT - ACADEMIC MISCONDUCT:**

- You must NOT collaborate in any way with anyone else in relation to any online quiz;
- You must NOT use any material that may have been supplied (other than officially by the AGSM) to you or to any other person in relation to a current or past online quiz;
- You must NOT discuss any online quiz question, answer or feedback with anyone else;
- You must NOT allow any other person to see or be informed of your online quiz questions, answers or feedback;
- You must NOT record, copy (including by taking screen shots), print or reproduce any online quiz question(s), answer(s), or feedback, in any way, shape or form; and
- You must NOT post or place any quiz question(s), answer(s), or feedback in any forum or any other privately or publically available location.

Violation of any of the aforementioned actions will constitute Academic Misconduct (and in some cases also a breach of copyright). This will not be tolerated and disciplinary action will be taken against you.
4.4 Group Assignment

- Assesses Units 1 to 7 inclusive and constitutes a possible 40% of your overall course grade.

- The assignment must be completed in groups of between 3 and 5 students. You are responsible for the selection of your group members.

- The assignment is to be submitted electronically via the Course website no later than 9.30am (local Hong Kong time) on the day scheduled in the table above.

- Assignment Question: You are to select one of the major topics covered in the course and develop two documents:
  
  - The first document (no more than 4 pages in length for the main body, with up to 2 pages of appendices if required) is to be a brief case study of the Harvard style that presents various facts about an individual firm and/or industry that are relevant for exploring the topic that you have chosen. The case study must also include specific questions that you then analyse in a second document. The case study must be fully self-contained and therefore include all necessary information (qualitative and quantitative) required by a reader to answer the proposed questions.
  
  - The second document (no more than 4 pages in length) should present the comprehensive solutions to each of the questions you posed in the first document. The solutions should draw appropriately on the models and economic theory taught in the course.
  
  - You must follow the standard AGSM assignment formatting requirements for the two documents.
  
  - Any cover page and any list of references are not included in the page limits stipulated above.
  
  - You should aim to focus the case study on one main economic concept and/or methodology rather than trying to write a case study that uses many different ones. You should aim to choose a topic that is relatively straight-forward so that people unfamiliar with the related firm or industry can still understand and analyse the case. Take note that the purpose of the case is to give other students in future years a practical example of how they can apply the economic way of thinking to a particular firm or industry situation rather than to teach them the details about how that firm or industry operates. Also, the answers to each question should be attainable within about 30 minutes of collaborative discussion by a class of students.
  
  - Preferably the firm and/or industry that you select should be very familiar to one or more members of your group. It is not recommended that you use a situation that is confidential or defamatory to the people involved. You are allowed to change the names of people and some of the specifics of the events (or numbers) but it is preferable for the firm’s name to be retained.

- By submitting the assignment, all group members thereby agree to permit the Instructor of this course and/or the AGSM to use edited and unedited versions of the assignment submission for future instructional purposes.

- Some of the topics chosen by previous student include:
  
  - Analysis of the Hong Kong residential real-estate market using supply and demand analysis.
  
  - Analysis of the demand and supply factors that have influenced the world salmon market both before and after the GFC.
- Analysis of proposed Carbon Tax and Carbon Emissions Trading Schemes from a demand and supply perspective.

- Analysis of the impact of the introduction of a minimum wage in Hong Kong.

- Analysis of whether or not to expand a gold mine in Asia by analysing the average and marginal costs of the current operations and also of the proposed new expanded operations.

- Analysis of the economies of scale available to a freight logistics company.

- Analysis of the costs and pricing of India’s Tata Nano.

- A comparison of the costs of production of Apple, Microsoft and Android Tablets and an analysis of cost advantage.


- Analysis of the natural gas market in Hong Kong and whether or not Town Gas has abused its monopoly position.

- An analysis of Hong Kong Harbour Tunnel pricing policies and suggestions to relieve congestion.

- An analysis of price wars between the two major Australian Supermarket chains (Coles and Woolworths) using Game Theory.

- Analysis of pricing tactics in the coffee industry using the principles of Game Theory.

- Analysis of a proposed vertical integration decision for a Dubai-based jewellery company, using the principles of agency and transaction cost theory.

**Group Work** - The AGSM encourages group work as it believes that you will gain by discussing the topics covered in this course with a diverse group of people. Group work is also important for developing personal networks. We suggest your group contain the maximum allowable number of members. You might like to consider the following in relation to group work:

- Your group will benefit from a high level of diversity. You are encouraged to form groups with a broad range of skills covering quantitative and Excel skills, writing and editing skills and project management and leadership skills. You should also try to form groups that cover diverse industry groups and cultural backgrounds.

- You should consider appointing a leader for the group who will adopt a ‘consultative’ style. Avoid appointing a leader who is only able to exercise an ‘autocratic’ leadership style. In the past, students have found also that groups who attempt to make every decision ‘democratically’ without a clear leader incur undue influence costs.

- Avoid splitting up individual parts of the assignment to each group member. A better approach is for each member to individually prepare a ‘rough draft’ for the assignment in a bullet-point or outline format. You can then compare the different approaches to reduce ‘Group Think’ and draw from the diversity of experience and knowledge in your group. You can then decide how best to develop the draft answers into a more comprehensive final version.

- You should consider developing a clear plan for the assignment that includes tasks, responsibilities and milestones. Aim to complete the assignment well in advance of the due date to avoid a last-minute rush. You are studying an MBA and so it is expected that you can manage your time effectively.
If you commit to your group members to a deadline for a particular task, then it is expected that you deliver quality work on schedule. Everyone is busy with work and family commitments.

- **Late Submission** - AGSM MBA HK Program applies a penalty of 5% (of the maximum mark) for each day, or part thereof, that an assignment submission is late.

## 4.5 Final Exam

1. The objective of the final exam is to test the extent to which you have achieved the learning objectives of the course so it will assess **the entire course content** and constitute a possible **45% of your overall course grade**.

2. The final exam will take place **on the day scheduled in the table above** at a time and location to be determined, and advised, by AGSM closer to that date.

3. The exam will be of **2 hours (plus 10 minutes reading time)** duration. It will consist of two sections.
   - Section A (worth 5% of your overall EMP grade) = 10 multiple-choice questions.
   - Section B (worth 40% of your overall EMP grade) = 4 short-answer questions with multiple parts. Some parts may be unrelated to each other. Some parts may be of a qualitative nature and others may be quantitative.

4. The final examination is open book. You may also bring in printed course materials and handwritten notes and unit summaries. In the exam you will additionally be allowed to use electronic devices for the purpose of referring to your digital course materials and notes only. These devices must not be connected to the internet, WiFi must be disabled and tablets must be in flight mode. They must not be used to type your exam responses. You should note that it is unlikely that you will have time to make extensive use of your course materials during the examination.

5. Some information on the content of the final examination includes:
   - The majority of questions will focus on assessing important concepts rather than trivial details.
   - The questions will follow an ‘audit’ style that involves testing a few concepts in depth rather than trying to assess everything covered in the course.
   - Because this is an open book exam at Masters level, do not expect any exam question to simply mimic any of the sample questions that have been provided to you throughout the course. Students should note that those questions are generally of a simpler nature than the questions that will arise in the exam – this is because the questions provided throughout the course have been designed to help you ‘learn and confirm’ your knowledge of individual economic concepts, while exam questions are designed to ‘test’ your knowledge. Exam questions may therefore combine and overlay several economic concepts and also seek comment on the application of those multiple concepts in a business context. Exam questions will be necessarily unique and challenging; so when answering them you must be ready to think on your feet.
   - You should write your answers in a clear, logical and legible manner providing well-rounded and justifiable answers with an appropriate level of working and depth according to the marks allocated to the question. For short-answer questions, please mark the final answer clearly by underlining or highlighting it. For written questions, please note that they are marked based on the quality of the answer, therefore including a large quantity of largely irrelevant material in your answer may attract a penalty.
ensure you answer the question that is being asked and ensure you answer the entire question. To achieve this many students have benefited from reading the question carefully several times, then thinking about what the answer entails, then determining the best structure in which to present that answer, and only then have they commenced writing their answer to the question.

5. COURSE WEBSITE
All Course materials and information will be made available to you on the Course website. To access the course website go to https://moodle.telt.unsw.edu.au/login/index.php and login using your zNumber (as the User ID) and your zPass (as the password).

6. UNSW LIBRARY
While the course materials provided will give a thorough grounding in the knowledge and skills required for this course, the UNSW Library provides an extensive collection of Economics books and journals that can aid your research and learning. You can also use their online databases to access periodicals. For more information, visit: http://info.library.unsw.edu.au/web/services/services.html

7. 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 a student survey at the end of the classes.
## 8. COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Day 1: Saturday</th>
<th>11 July 2015</th>
<th>(2.00pm – 8.00pm)</th>
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<tbody>
<tr>
<td>Unit 1: Economic thinking</td>
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<tr>
<td>Unit 2: Demand &amp; Supply</td>
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<thead>
<tr>
<th>Day 2: Sunday</th>
<th>12 July 2015</th>
<th>(10.00am – 7.00pm)</th>
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<tbody>
<tr>
<td>Unit 3: Elasticity &amp; Value</td>
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<td>Unit 4: Economic Costs &amp; Profits</td>
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<td>Unit 5: Market Power</td>
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<table>
<thead>
<tr>
<th>Day 3: Monday</th>
<th>13 July 2015</th>
<th>(7.00pm – 10:15pm)</th>
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<tr>
<td>Case Study Session</td>
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<thead>
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<th>Day 4: Tuesday</th>
<th>14 July 2015</th>
<th>(7.00pm – 10:15pm)</th>
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<tr>
<td>Optional Revision Session</td>
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<table>
<thead>
<tr>
<th>Day 5: Thursday</th>
<th>16 July 2015</th>
<th>(7.00pm – 10:15pm)</th>
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<tbody>
<tr>
<td>Online Quiz</td>
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<table>
<thead>
<tr>
<th>Day 6: Friday</th>
<th>17 July 2015</th>
<th>(7.00pm – 10:15pm)</th>
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<tbody>
<tr>
<td>Unit 6: Game Theory</td>
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<thead>
<tr>
<th>Day 7: Saturday</th>
<th>18 July 2015</th>
<th>(2.00pm – 8:00pm)</th>
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<tbody>
<tr>
<td>Unit 7: Agency Costs &amp; Outsourcing</td>
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<tr>
<td>Case Study Session</td>
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<table>
<thead>
<tr>
<th>Day 8: Sunday</th>
<th>19 July 2015</th>
<th>(10:00am – 7:00pm)</th>
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<tbody>
<tr>
<td>Group Assignment Development Session</td>
<td></td>
<td></td>
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<tr>
<td>Course Review</td>
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9. PROGRAM LEARNING GOALS AND OUTCOMES

The Australian School of Business 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.

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 ASB 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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MBA Program Learning Goals and Outcomes

**Learning Goal 1: Business Management Knowledge**
Students should be able to identify and apply current knowledge of disciplinary and interdisciplinary theory and professional practice to general management and business within diverse situations

**Learning Goal 2: Critical Thinking**
Students should understand and be able to identify, research and analyse complex issues and problems in business and develop appropriate solutions

**Learning Goal 3: Communication**
Students should be able to produce written documents and oral presentations that communicate effectively complex disciplinary ideas and information for the intended audience and purpose

**Learning Goal 4: Teamwork**
Students should be able to participate collaboratively and responsibly in teams and to reflect upon their own contribution to the team and on the necessary processes and knowledge within the team to achieve specified outcomes

**Learning Goal 5: Responsible Business**
Students should be able to appraise ethical, environmental and sustainability considerations in decision making and in practice in business
Students should be able to consider the social and cultural implications of management practices and of business activities
**Learning Goal 6: Leadership**
Students should be able to reflect upon their own personal leadership style and the leadership needs of business and of teams

**Learning Goal 7: International Perspective**
Students should understand the needs of undertaking business within a global context
Students should be able to apply business management knowledge to business situations within global markets with due recognition for differences in cultural, legal, commercial and other issues

**Learning Goal 8: Risk Management**
Students should be able to demonstrate an understanding of the limits in precision and the risks associated with business models
Students should be able to appraise risk and to develop risk mitigation strategies applicable to business undertaken within uncertain and volatile environments

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**10. 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: [http://www.lc.unsw.edu.au/plagiarism/index.html](http://www.lc.unsw.edu.au/plagiarism/index.html) as well as the guidelines in the online ELISE and ELISE Plus tutorials for all new UNSW students: [http://info.library.unsw.edu.au/skills/tutorials/InfoSkills/index.htm](http://info.library.unsw.edu.au/skills/tutorials/InfoSkills/index.htm).

To see if you understand plagiarism, do this short quiz: [http://www.lc.unsw.edu.au/plagiarism/plagquiz.html](http://www.lc.unsw.edu.au/plagiarism/plagquiz.html)

For information on how to acknowledge your sources and reference correctly, see: [http://www.lc.unsw.edu.au/onlib/ref.html](http://www.lc.unsw.edu.au/onlib/ref.html)

For the *ASB Harvard Referencing Guide*, see ASB Referencing and Plagiarism webpage (ASB >Learning and Teaching>Student services>Referencing and plagiarism)

**11. 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.


**11.1 Workload**

It is expected that you will spend at least **ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, 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 Blackboard or 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.

11.2 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.

11.3 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://my.unsw.edu.au/student/atoz/BehaviourOfStudents.html

11.4 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/

11.5 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.

12. SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS
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 channel > Online Services > Special Consideration). Please contact the AGSM Hong Kong Office to make formal application for Special Consideration for the course/s affected as soon as practicable after the problem occurs. You will need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation.
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. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.

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

13. STUDENT RESOURCES AND SUPPORT
The University and the ASB provide a wide range of support services for students:

- **AGSM MBA Hong Kong Office**
  Hong Kong students please contact the office directly for immediate support:
  
  **Address:**
  Unit 2005-06, 20/F, Kinwick Centre, 32 Hollywood Road, Central, Hong Kong,
  T: +852 2841 2802
  E: contact@agsm.com.hk

  **Office Hours:**
  Mon-Wed, Fri 9:00am – 6:00pm
  Thursday(s) 9:00am – 7:30pm

- **Moodle eLearning Support:** For online help using Moodle, follow the links from https://student.unsw.edu.au/moodle

  **For login issues:**
  Contact the UNSW IT Service Centre.
  Hours: Monday to Friday: 8.00 a.m. to 8.00 p.m.
  Saturday and Sunday: 11 a.m. to 2.00 p.m.
  Email: ITServiceCentre@unsw.edu.au
  Phone: Internal – extension 51333
  External - +61 2 9385 1333

  **For assistance in using Moodle, including how to upload assessments:**
  Contact the AGSM eLearning Coordinator
  Hours: Monday-Friday, 9.00 a.m. to 5.00 p.m.
  Email: elearning@agsm.edu.au
  Phone: Internal - x19541
  External - 02 9931 9541
  International - +61 2 9931 9541
For help with technical issues and problems:
Contact the External TELT Service Centre

Hours: Monday to Friday: 7.30 a.m. to 9.30 p.m.
Saturday and Sunday: 8.30 a.m. to 4.30 p.m.
Email: extermaltsupport@unsw.edu.au
Phone: Internal - x53331
External - 02 9385 3331
International - +61 2 9385 3331

- **ASB Education Development Unit (EDU)**
  http://www.asb.unsw.edu.au/learningandteaching
  Academic writing, study skills and maths support specifically for ASB students.
  Services include workshops, online and printed resources, and individual consultations.
  EDU Office: Room GO7, Ground Floor, ASB Building (opposite Student Centre); Ph: +61 2 9385 5584; Email: edu@unsw.edu.au Visit us on Facebook: www.facebook.com/educationdevelopmentunit

- **UNSW Learning Centre** www.lc.unsw.edu.au
  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

- **IT Service Centre:** Technical support for problems logging in to websites, downloading documents etc.
  https://www.it.unsw.edu.au/students/index.html
  UNSW Library Annexe (Ground floor)

- **UNSW Counselling and Psychological Services**
  http://www.counselling.unsw.edu.au
  Free, confidential service for problems of a personal or academic nature; and workshops on study issues such as ‘Coping With Stress’ and ‘Procrastination’.
  Office: Level 2, Quadrangle East Wing; Ph: +61 2 9385 5418

- **Student Equity & Disabilities Unit** http://www.studentequity.unsw.edu.au
  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; Ph: +61 2 9385 4734