UNSW Business School

School of Accounting

ACCT 3303
Industry Placement 3 (IP3)

Course Outline
Semester 1, 2017

Part A: Course-Specific Information

Please consult Part B for key information on Business School policies (including those on plagiarism and special consideration), student responsibilities and student support services.

Co-op Scholars should also read their Co-op Scholar Agreement, the Co-op Scholar Manual and IT Guidelines. These documents form part of this Course Outline.

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PART A: COURSE-SPECIFIC INFORMATION

1   STAFF CONTACT DETAILS

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Consultation Times – by appointment

E-mail communication is to be made from your University of New South Wales student e-mail account not from another provider (i.e., Hotmail, Gmail, Yahoo, etc.). E-mails from other sources may not be answered. This rule is instituted to help protect the university email system from viruses.

Any email inquiry that can be answered by reading the course outline Parts A or B will *not* receive a reply email.

2   COURSE DETAILS

2.1   Teaching Times and Locations

The LIC ('LIC') has responsibility for allocating IP3 placements. IP3 allocations are based on scholars' preferences, prior IP experiences and desire to give all scholars a breadth of IP experience. IP3 allocations will be confirmed 10 weeks prior to the start of the placement to give scholars sufficient time to contact sponsors and organise introductory meetings.

As scholars are allocated to various sponsor organisations, there will be differences in start/finish dates between Co-op Scholars. The start/finish date for the IP3 period should be negotiated between the Sponsor and the Scholar. The following guidelines must be taken into consideration when scholars are organising their start/finish dates for IP3:

- Timing must be agreed with the IP sponsor/supervisor and should take into account start and finish dates of academic terms if required
- The Sponsor reserves the right to insist on particular start dates as they may be coordinating commencement of Co-op IP placements and vacation scholars on the same day.
- The Co-op office strongly recommends the following to enable Scholars sufficient time to fully complete their IP obligations before they return to full-time university
  - IP3 should start no later than Monday, the second week of January.
  - Should there be any reason for an IP to start later than the above date, the Scholar/Sponsor should contact the LIC and the Co-op Program Manager.

During the course, scholars are required to prepare for and attend three evening workshops which will be held at the UNSW, Kensington Campus. The first workshop will be held Week 1. The second and third workshops are scheduled for Weeks 6 and 12. The LIC will also attend the scholar's IP3 presentation which is held at the sponsor's location. Please refer to the Course Schedule at the end of this document for further information.

2.2   Units of Credit

The course is worth 12 units of credit.

2.3   Summary of Course

This course consists of two components: IP and the classroom component. Students and the sponsor negotiate the nature of the work undertaken as part of the industry training component. The students' IP supervisor, therefore, is responsible for assigning work that addresses the objectives of both the sponsor and the Accounting and Business Management Coop Program. The Accounting and Business Management Co-op Program's broad objectives for Industry Placement are:

- Provide scholars with accounting knowledge and practical experience within the business environment that cannot be provided at university
- Instil an appreciation of accounting processes and management while at the same time learning about company cultures and work ethics
- Help develop the scholars' professional skills. Specifically, scholars should develop the mix of skills that graduates require to function effectively in an increasingly complex and demanding business environment. These skills include intellectual, technical and functional, personal, interpersonal and communication and organizational and business management skills.
- Provide sponsors with a stream of highly talented, motivated young professionals who are dynamic and add value to the company

The classroom component compliments students' IP by exploring different leadership styles and the characteristics that make great business leaders. The classroom component also gives students the opportunity to critically reflect on their overall industry training experience and share these reflections with each other. The classroom component is organized around Harvard Business School Case Studies, Harvard Business School readings, a guest speaker and students' video presentations.

2.4   Course Aims and Relationship to Other Courses

This course is only available to UNSW's Accounting & Business Management Co-op Scholars in the Business School. It is the third of three fully assessable Industry Training courses Co-op Scholars complete as part of their Bachelor of Commerce (Co-op) degree. IP3 allows scholars to apply the fundamental principles of accounting and business management to accounting practices in their sponsoring organization.

This course is designed:
- to evaluate and reflect on the knowledge students have gained over the course of their BComm (Coop) program and IP placements.
- to consolidate the key professional skills students require for entry-level success in the accounting practice.
- to apply students' knowledge in exploring qualities of effective leaders.
- to reflect insightfully on students' personalised industry training experiences.

2.5   Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete IP3 and the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams')

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.

Specific BComm (Co-op) Program Learning Goals and Outcomes

   1. **Describe the sponsoring organisations' business practices relevant to the discipline of accounting and business management.**

   2. **Apply tools, techniques and frameworks to evaluate and understand the role of accounting and business management practices in attaining the Sponsor organisation's goals.**

   3. **Undertake relevant research in accounting and business management practices in a particular industry.**

   4. **Communicate effectively and confidently in oral and written forms in a business context.**

   5. **Collaborate effectively and display collaborative skills in teamwork.**

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 developed in tutorials and other activities):

Program Learning Goals and Outcomes	Course Learning Outcomes	Course Assessment Item
This course helps you to achieve the following learning goals for all UNSW Business School undergraduate scholars:	*On successful completion of the course, you should be able to:*	*This learning outcome will be assessed in the following items:*
1 Knowledge	o Describe the sponsoring organisations' business practices relevant to the discipline of accounting and business management. o Apply tools, techniques and frameworks to evaluate and understand the role of accounting and business management practices in attaining the Sponsor organisation's goals. o Demonstrate the professional competencies accounting students need for entry-level success in sponsor organisation o Discuss the importance of relationships within the sponsor's workplace.	o Workshop Participation o Reflections on IT Placements Video o IP3 End of Industry Placement Experience Presentation
2 Critical thinking and problem solving	o Critical analyses of accounting and business management concepts through reflective practice	o Workshop Participation o Reflections on IT Placements Video o IP3 End of Industry Placement Experience Presentation
3 Oral communication	o Communicate ideas in a succinct and clear manner for a business context	o Workshop Participation o Reflections on IT Placements Video o IP3 End of Industry Placement Experience Presentation
4 Teamwork	o Collaborate effectively and display collaborative skills in teamwork.	o IP3 End of Industry Placement Experience Presentation
5a. Ethical, environmental and sustainability responsibility	o Display emotional intelligence and self-awareness of own cognitive abilities and values o Understand that there are different approaches to dilemmas in the workplace and that there is a preference for ethical solutions	o Workshop Participation o Reflections on IT Placements Video o IP3 End of Industry Placement Experience Presentation
5b. Social and cultural awareness	o Display of the importance of relationships within the sponsor's organization	o Reflections on IT Placements Video o IP3 End of Industry Placement Experience Presentation o Workshop Participation

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3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
The classroom component is based on 'less teaching, more learning' philosophy. The emphasis is on students actively engaging in the workshops.

As the workshops are structured around assigned cases and readings, students **MUST** prepare in advance. To assist students' preparation, the LIC has assigned preparation work for each workshop. Students must complete this preparation work prior to the workshop.

The LIC will guide discussion of workshop activities rather than provide answers in the workshops. All students are expected to contribute to the discussion.

3.2 Learning Activities and Teaching Strategies
Students continually learn while on IP. For the classroom component, students learn independently by preparing for the workshops and through discussion with peers and the LIC in the workshops. Students also learn by discussing and questioning guest practitioners about aspects of their work dealing with leadership and reflecting deeply on their own work integrated learning experiences.

Workshops

As previously noted, students are expected to prepare for the workshops by reading the assigned materials and completing all preparation work. In the workshops, students will be expected to discuss the materials and demonstrate an understanding of the assigned materials.

All workshop materials will be available on Moodle.

4 ASSESSMENT

4.1 Formal Requirements
To pass this course, scholars must satisfactory pass both the IP Component and Class Component of the course.

To pass the IP Component of this course, scholars must satisfy the requirements for IP3 in accordance with their Co-op Scholar Agreements and the IP Guidelines. In addition, scholars need to complete the following:
- By the end of the scholar's first fortnight of his/her IP3, the scholar must submit online (at the Co-op Program Career Manager) the IP3 contact information and completed Professional Development Agreement.
- Within two weeks of completion of the IP3, sponsors must complete a *Sponsor Evaluation for a UNSW Co-op Program Scholar* using the template provided by the UNSW Co-op Office. Scholars must submit this performance evaluation and their completed *Scholar Evaluation of Industry Training Experience* online (Co-op Program Career Manager) within two weeks of completing their IP. Scholars should also provide a copy of their sponsor evaluation for the sponsor's Human Resource file and augment with any additional Scholar evaluation comments.

To pass the class component of this course, scholars must achieve a satisfactory grade for all the assessments listed below.

4.2 Assessment Details

Please include assessment overview in a table, for example:

Assessment Task	Specific BComm (Coop) Learning Outcomes assessed	UNSW Business Graduate Attributes assessed	Weight	Due Date
• Workshop Participation	2, 3, 4	1, 2, 3, 5a	20	Weeks 1, 6, 12
• Reflections on IT Placements Video	1, 2,3, 4, 5	1, 2, 3, 5a, 5b	40	Students are required to upload their video to theBox via the course Moodle website prior to Workshop 3 (Tuesday 30 May 2017). Students must also submit the storyboard for their video at the workshop. Students present their video at Workshop 3. Students also present their video as part of their IP3 End of Industry Placement Presentation in Week 13
• IP3 End of Industry Placement Experience Presentation	1, 2,3, 4, 5	1, 2, 3, 4, 5a, 5b	40	Week 13 Presentations should be completed by 9th June

4.2.1 Workshop Preparation and Participation (20%)

Workshop participation will be determined from students' attendance and contribution at the workshops. Students who are not able to attend workshops must consult with the LIC.

For workshop 1, students are required to prepare a case analysis for each case listed below. Students' case analysis will serve as a basis for workshop discussion. **Students are required to bring two copies of their case analysis to class—one that will be collected as they come into class and the other that they keep for class discussion.** To earn credit for the workshop, a student needs to show good effort in

each case analysis and needs to contribute to workshop discussion. Refer to "Workshop 1 Overview and Assigned Questions" posted on Moodle to assist your case analysis.

Access to the following case materials is via link on Moodle.

- *Coach Knight: The Will to Win*
- *Coach K: A Matter of the Heart*

For Workshop 2, students are required to read the following articles. Access to these materials is via a link on Moodle. Refer to "Workshop 2 Overview and Assigned Questions posted on Moodle to assist your workshop preparation. **Students are required to bring two copies of their preparation work to class—one that will be collected as they come into class and the other that they keep for class.**

- What Makes a Leader? by Daniel Goleman
- The Young and the Clueless by Kerry H. Bunker, Kathy E. Kram and Sharon Ting
- Do workshop preparation

For Workshop 3, students will present their Reflections on IT Placements Video to the cohort. See 4.2.2 for further information regarding the video assessment.

4.2.2 Reflections on IT Placements Video (40%)

"The farther backward you can look, the farther forward you are likely to see."
Winston Churchill

This learning activity has been designed to give 4th year Co-op scholars an appreciation of using technology to effectively communicate their work place skill development from their three industry training experiences.

Students are required to create a short (10 minutes) video (audio and image). The aim of this video is threefold. First, to give students ***the opportunity to critically evaluate and reflect on the development of their work place skills*** (e.g., initiative and self-direction, application of discipline knowledge and skills to support an organisation's accounting and business functions, professionalism, communication) during your three Industry Training Placement experiences. *Second, to give students* ***the opportunity to demonstrate their effective communication and application of discipline knowledge and understanding to practice.*** *T*hird, to give students ***the opportunity to use technology to create a resource that showcases the skills Co-op scholars*** develop over the course of their Industry Training (IT) placements.

You are required to work in pairs to create an innovative video. You can use your smart phones, Ipads and computers to create the video.

Each pair will present their short video in Workshop 3 as well as to their sponsors at their IP3 End of Industry Placement Experience Presentation. The video will also form part of a Coop End of Coop Industry Training Placements Video library that can be shared with other current Coop students as well as future Coop students. Thus, this assessment gives students the opportunity to share their overall industry training learning experiences with sponsors, peers, academics and importantly inspire new and future Coop scholars.

Step 1

Each pair will need to choose a topic, or story, for their video. Since each pair has a story to tell in relation to the development of their work place skills, the possibilities for your video's topic/story are endless. However, if you need assistance in choosing a topic, you can select one of the following suggested topics. Once you have chosen a topic, write a one hundred word synopsis of your story.

Suggested Video Topics

- How have your industry training placement experiences prepared you to be an effective manager?
- How have you developed your social network capabilities, that is, how have you developed the skills and knowledge required to build and maintain personal and professional relationships with others for mutual benefit in work or career?
- How have you developed 'network agility' that is the ability to develop and navigate social networks in a strategic and enterprising (and yet genuine) manner.
- How have your Coop IT Placement experiences contributed to you becoming a young professional and not just a university graduate?
- Reflect on a significant graduate attribute(s) developed over the course of your IT placements.
- How have your IT Placement experiences broken down the wall between what you learned in the classroom and what you learned on industry training placements?
- What aspects of your IT Placement experiences have been most important in developing your professional competencies?

Step 2

Prepare a storyboard. A storyboard is a sketch of how to organize your story and list of its contents. It is the first step in designing the visual. It helps you define the parameters of a story within available resources and time, organize and focus a story and figure out what medium to use for each part of the story (You do not have to be an artist to complete this – stick figures at this point are fine). See https://multimedia.journalism.berkeley.edu/tutorials/starttofinish-storyboarding/ for further information.

YOU WILL NEED TO SUBMIT YOUR STORYBOARD ALONG WITH YOUR VIDEO AT WORKSHOP 3.

Your video will be assessed based on the following:
- Telling a story about your topic.
- The content of your video (audio and images) presentation; you need to ensure that all the information you present here is correct
- The manner in which you communicate your story; the language used must be appropriate to your target demographic
- The visual impact of your video
- Technical impact of your video
  - it must be 10 minutes - no more, no less
  - aim for smooth transitions between images
  - audible speech with limited background ambient noise

Please refer to the course Moodle website for further assessment guidelines (called 'Rubric for Reflective Video').

Step 3
Once you have produced your video, present it to your target demographic and obtain feedback to ensure your message has been effectively communicated. This should be conducted by asking individuals within your demographic, e.g., other Co-op students or colleagues at your Industry Training Placement, to view your video and provide informal feedback. Afterwards edit your video as appropriate. You are now ready for your premier screening at Workshop 3!

Resources to Assist You
The Graduate School of Journalism (Advanced Media Institute) at UC Berkeley has many online resources which will assist you in producing your video. I've listed two below which may be particularly helpful, one on using your iPhone to create an engaging video and the other on writing a storyboard.
https://multimedia.journalism.berkeley.edu/tutorials/

Mobile Storytelling: Creating Engaging Video on an iPhone
https://multimedia.journalism.berkeley.edu/tutorials/shoot-edit-video-iphone/

Storyboarding
https://multimedia.journalism.berkeley.edu/tutorials/starttofinish-storyboarding/

4.2.3 IP3 End of Industry Placement Experience Presentation (40%)
During Week 13, Scholars are required to make a 20 minute oral presentation. Please refer to the IP Guidelines *End of Industry Placement Experience Presentation* for the topics to be addressed in the presentation. In addition, students will present their video (see 4.2.2) immediately following their End of Industry Placement Experience Presentation.

Scholars will be assessed on the presentation's content (topic, structure, clarity, level of understanding) as well as on scholars presentation and communication skills (confidence, clarity, use of technology, appropriate pitch).

The presentations are professional presentations that should be addressed to an audience with industry and accounting knowledge, that is, scholars should pitch their presentation towards their sponsor organisation, their sponsor supervisor(s) and relevant colleagues and management. Scholars should use appropriate range of vocabulary and behave professionally.

Your LIC and possibly a staff member from the UNSW Co-op Program Office will attend. Scholars are required to advise **in advance** the LIC and Co-op Program Office of the date of the presentation. All relevant staff at the sponsor organisation should also be invited to attend.

Presentations should be projected on screen from a computer using a video projector (no overhead projector presentation). Scholars should request that their sponsor supervisor preview the presentation to ensure there is no loss of confidential information.

To assist scholars in their preparation, here is a list of tips:
- Structure your presentation and lead the audience through it.

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- Please do not read notes. If you are prepared, you don't need notes! You may have notes to assist you if you begin to panic, but plan on not using them. Reading from power point slides is not an alternative. What you say and what is on the slides should be complementary, not equivalent.
- Ensure your slides look professional and are readable. Use an appropriate font at an appropriate size and colour. Ensure any tables and figures can be read. Be extremely careful with colours and try to avoid them for essential content.
- Be mindful of your body language. Avoid twisting your hands or feet, playing with a clicker or keys in your pocket. Move and address everyone in the room, not just the same person. Wear business attire.
- Use your voice as a tool, vary its pace and intonation. Be sure everyone understands you.
- Manage questions. Keep control of your presentation. Don't allow disturbing attendants (your LIC!) to ruin your schedule. If you are give a difficult question, keep cool and be honest. You can always say "That is a good point which I have not considered. I will consider it and perhaps we can continue this conversation over a coffee later in the day".
- Be ready with your presentation at least one week in advance and rehearse your presentation at home with family or friends.

A draft of your presentation should be available on the day of your presentation.

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.

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5 COURSE RESOURCES

The website for this course is on Moodle at:
http://moodle.telt.unsw.edu.au

6 COURSE EVALUATION AND DEVELOPMENT

This is the third time this course has been offered. Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through myExperience as well as via informal feedback. The course has been modified after each offering based on student feedback. Specifically, the LIC has replaced one of the Harvard Business Cases with a more relevant case on leadership, added learning activities on what makes a great business leader and introduced a video assessment to personalize students' learning activities.

COURSE SCHEDULE			
Week	Topic	References	Other activities / assessment
December 2016 to January 2017			Scholars commence Industrial Placement IP3 Details and Professional Development Agreement to be submitted on line at Coop Career Manager within first fortnight of commencing IP3
Week 1 27 February	Motivation, Leading and Human Nature	Harvard Business School (HBS) Cases Case 1: *Coach Knight: The Will to Win* Case 2: *Coach K: A Matter of the Heart.*	Course Officially starts **Workshop 1 on Tuesday 28 February 6 to 8pm**
Week 2 6 March			
Week 3 13 March			
Week 4 20 March			
Week 5 27 March			
Week 6 03 April	Leadership* (	What Makes a Leader? by Daniel Goleman The Young and the Clueless by Kerry H. Bunker, Kathy E. Kram and Sharon Ting	**Guest speaker shares insights on leadership at Workshop 2 on Tuesday 4 April 6 to 9pm***
Week 7 10 April	*Friday 14 April is Good Friday public holiday)*		
Mid-semester break: Friday 14 – Saturday 22 April inclusive			
Week 8 24 April	*(Tuesday 25 April is Anzac Day public holiday)*		Diane on annual leave – she will have limited email access
Week 9 1 May			Diane on annual leave – she will have limited email access
Week 10 8 May			Diane on annual leave – she will have limited email access
Week 11 15 May			Diane on annual leave – she will have limited email access Schedule Final IT Placement Presentation (remember to invite Kay Carey)
Week 12 22 May	Reflections on overall IT Placement Experience		**Reflections on IT Placements Video at Workshop 3 on 30 May from 6:00 to 9:00pm** **Students are required to submit**

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			their video on a USB as well as their storyboard at the workshop.
Week 13 29 May			Final IT Placement Presentations all should be scheduled no later than 9th June
May to June 2017			Scholars complete IP3 Scholars and sponsors complete Sponsor Evaluation and submit on line a Coop Career Manager

*The date and time of the second workshop is subject to change depending on the availability of the guest speaker.