



## UNSW Course Outline

# COMM1180 Value Creation - 2024

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## General Course Information

Course Code : COMM1180

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : UNSW Business School

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

The ultimate purpose of an organisation is to create value, whether it is financial or non-financial. This interdisciplinary course introduces students to the fundamentals of how an organisation identifies and taps into sources of value to meet organisational objectives. Starting from an understanding of what value is from different perspectives, students learn basic tools to

understand when value is (and is not) created, and to measure that value.

Over the course of the term, students learn about the value that can be created for and from customers and by leveraging technology; how investment decisions create or destroy value for investors; and how to properly measure value and performance.

By taking an active problem-based learning approach, students will be able to appreciate the difference between business value (in a financial sense), sustainable value and social responsibilities.

## **Course Aims**

COMM1180 introduces students to concepts of value and value creation in business. It applies critical thinking, ethical decision making and in real-world contexts. Students get to know the perspectives of investors, customers and many other stakeholders and will apply their knowledge in a collaborative team project.

## **Relationship to Other Courses**

COMM1180 has touchpoints with several other IFY courses. Our starting point is the multi-stakeholder view of the organization from COMM1100. COMM1120 ("Collaboration and Innovation in Business") thinks about innovation for the purpose of value creation and introduces the value proposition, which we will use as well. Finally, COMM1170 ("Organisational Resources") and COMM1180 are sister courses. While we focus on value for and from largely external stakeholders, COMM1170 looks inward at the operational dimension of creating value and at identifying and mobilizing the resources necessary to achieve organizational goals.

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Apply critical thinking and ethical decision making, to define and measure value from different perspectives to know when value is (and is not) created.	<ul style="list-style-type: none"> <li>• PL05 : Responsible Business Practice</li> <li>• PL06 : Global and Cultural Competence</li> </ul>
CLO2 : Compare basic strategies to create value for and from customers, and a recognition that such value can be financial and non-financial.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> </ul>
CLO3 : Collaborate effectively in a team to address business problems, incorporate different perspectives, produce e quality work according to agreed plan, and provide constructive feedback	<ul style="list-style-type: none"> <li>• PL04 : Teamwork</li> </ul>
CLO4 : Explain how to value financial assets and measure the value created or destroyed by investment decisions.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL02 : Problem Solving</li> <li>• PL03 : Business Communication</li> </ul>
CLO5 : Explain how information systems enable strategies to drive value creation for organisations by transforming people, processes, and technology.	<ul style="list-style-type: none"> <li>• PL03 : Business Communication</li> </ul>

Course Learning Outcomes	Assessment Item
CLO1 : Apply critical thinking and ethical decision making, to define and measure value from different perspectives to know when value is (and is not) created.	<ul style="list-style-type: none"> <li>• Weekly readiness assurance tests</li> <li>• Project- 2A</li> <li>• Project- 2B</li> <li>• Final Exam</li> </ul>
CLO2 : Compare basic strategies to create value for and from customers, and a recognition that such value can be financial and non-financial.	<ul style="list-style-type: none"> <li>• Weekly readiness assurance tests</li> <li>• Project- 2A</li> <li>• Project- 2B</li> <li>• Final Exam</li> </ul>
CLO3 : Collaborate effectively in a team to address business problems, incorporate different perspectives, produce e quality work according to agreed plan, and provide constructive feedback	<ul style="list-style-type: none"> <li>• Project- 2B</li> </ul>
CLO4 : Explain how to value financial assets and measure the value created or destroyed by investment decisions.	<ul style="list-style-type: none"> <li>• Weekly readiness assurance tests</li> <li>• Final Exam</li> </ul>
CLO5 : Explain how information systems enable strategies to drive value creation for organisations by transforming people, processes, and technology.	<ul style="list-style-type: none"> <li>• Weekly readiness assurance tests</li> <li>• Final Exam</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

The teaching approach for this course is based on active learning to guide students in their weekly learning journey from foundational knowledge to learning progressively more advanced new concepts and finally, applying them to authentic business situations in a small group setting to enhance their skills.

Students are invited in fact, required to take active control of their own learning experience and manage their time consciously. Much of students progress will occur by actively doing and practicing, not by passively listening or watching. Students will acquire a multi-disciplinary toolkit to help them identify, judge and solve applied business problems and make sound business decisions that create value for the organization and its stakeholders.

Students should expect to spend, at a bare minimum, 6 productive hours on asynchronous material, lectures, tutorials and end-of-week summation. Students with ambitions for Ds and HDs should make ample use of the practice material provided.

## Additional Course Information

### Communication with Course Staff

Questions about course content should be asked during live lectures, in tutorials, or via the course Moodle forum. Asking questions in these places allows other students with similar questions to benefit from the response and helps create a dynamic, supportive learning community.

For **personal academic matters**, please email the course email address **COMM1180@unsw.edu.au**.

When sending an email to course staff, you must use your UNSW email address and include your zID.

Please be courteous and use appropriate email etiquette (i.e., no text-message short-hand). Course staff will closely monitor the course Moodle forum and email address and endeavour to respond to all enquiries received through these channels within one business day.

Emails sent to staff members' personal email addresses may be answered with a significant delay.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Weekly readiness assurance tests Assessment Format: Individual	16%	Start Date: Not Applicable Due Date: Week 1 - Friday 6pm, Week 2-10 Tuesday 12:30pm	• PLO1 : Business Knowledge • PLO2 : Problem Solving
Project- 2A Assessment Format: Individual	14%	Start Date: Not Applicable Due Date: 11:59pm Friday Week 5	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice
Project- 2B Assessment Format: Group	20%	Start Date: Not Applicable Due Date: 9am Monday Week 10	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice
Final Exam Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: During UNSW T1 Exam week	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice

## Assessment Details

### Weekly readiness assurance tests

#### Assessment Overview

Short weekly readiness assurance tests are placed at the end of the pre-lecture online modules in the form of online quizzes. The best 8 out of 9 will count, at 2% each, for a total of 16% of the course grade.

Assesses: PLO1, PLO2

#### Course Learning Outcomes

- CL01 : Apply critical thinking and ethical decision making, to define and measure value from

different perspectives to know when value is (and is not) created.

- CLO2 : Compare basic strategies to create value for and from customers, and a recognition that such value can be financial and non-financial.
- CLO4 : Explain how to value financial assets and measure the value created or destroyed by investment decisions.
- CLO5 : Explain how information systems enable strategies to drive value creation for organisations by transforming people, processes, and technology.

#### Detailed Assessment Description

In week 1, the deadline is at the end of the week (Week 1 Friday 6pm). From week 2 on, the deadline is the starting time of the live lecture (Tuesdays 12:30 PM).

The link to the weekly readiness assurance tests (RAT) is in the **Assessment Hub** as well as **Weekly section** of the Moodle

#### Assessment Length

10-30 minutes

#### Submission notes

Please refer to detailed assessment description on Moodle

#### Assessment information

Please refer to detailed assessment description on Moodle

#### Assignment submission Turnitin type

Not Applicable

## **Project- 2A**

#### Assessment Overview

The project has an individual component (approx. 14%) in which each student analyzes select stakeholder relationships in an organization.

Assesses: PLO1, PLO2, PLO3, PLO5

#### Course Learning Outcomes

- CLO1 : Apply critical thinking and ethical decision making, to define and measure value from different perspectives to know when value is (and is not) created.
- CLO2 : Compare basic strategies to create value for and from customers, and a recognition that such value can be financial and non-financial.

#### Detailed Assessment Description

This assessment task consists of an individual milestone submission (worth 14%). Part 2A is the

individual component. Students are strongly encouraged to take advantage of a valuable, yet free service called **Studiosity**, which provides feedback on written drafts. Students have until the end of Week 5 to incorporate the feedback into their milestone submission. Students are encouraged to form teams as early as possible to work towards a joint final report using what they learned in their individual work.

#### Assessment Length

Please refer to detailed assessment description on Moodle

#### Submission notes

Please refer to detailed assessment description on Moodle

#### Assessment information

Please refer to detailed assessment description on Moodle

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

#### Hurdle rules

Submission of *feedback* on draft from **Studiosity** in week 4 - please refer to Moodle and week 1 announcement during the lecture

## **Project- 2B**

#### Assessment Overview

The second part of the project is a team component (approx. 20%), in which teams of 4-5 students write a "creating shared value" proposal for an organization as part of their work as a "consulting team".

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5

BCom students: myBCom course points for PLO4

#### Course Learning Outcomes

- CLO1 : Apply critical thinking and ethical decision making, to define and measure value from different perspectives to know when value is (and is not) created.
- CLO2 : Compare basic strategies to create value for and from customers, and a recognition that such value can be financial and non-financial.
- CLO3 : Collaborate effectively in a team to address business problems, incorporate different perspectives, produce e quality work according to agreed plan, and provide constructive

feedback

### Detailed Assessment Description

This assessment task consists of a **team-based final submission** (worth 20%). In this team component (2B), teams of 4-5 students write a "creating shared value" proposal for a company as part of their work as a "consulting team".

BCom students: myBCom course points for PL04

### Assessment Length

Please refer to detailed assessment description on Moodle

### Submission notes

Please refer to detailed assessment description on Moodle

### Assessment information

Please refer to detailed assessment description on Moodle

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

### Hurdle rules

You must complete Project 2A (Individual component)

## **Final Exam**

### Assessment Overview

The final examination covers the topics of the course specified by the Course Convenor.

Assesses: PL01, PL02, PL05

### Course Learning Outcomes

- CL01 : Apply critical thinking and ethical decision making, to define and measure value from different perspectives to know when value is (and is not) created.
- CL02 : Compare basic strategies to create value for and from customers, and a recognition that such value can be financial and non-financial.
- CL04 : Explain how to value financial assets and measure the value created or destroyed by investment decisions.
- CL05 : Explain how information systems enable strategies to drive value creation for organisations by transforming people, processes, and technology.



### **Detailed Assessment Description**

The final exam consists of 2 parts, separated by a break. One part will be a Moodle quiz with mostly numerical answer questions. The other part of the exam will be conducted in a recorded video TEAMS channel. Once checked into their individual call, students will be given time to work on a small number of questions and when ready, speak their answers into the camera. Additional information will be provided over the course of the term.

### **Assessment Length**

Approximately 2 hours net of breaks

### **Submission notes**

Please refer to detailed assessment description on Moodle

### **Assessment information**

Please refer to detailed assessment description on Moodle

### **Assignment submission Turnitin type**

Not Applicable

## **General Assessment Information**

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure.

To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment. We reserve the right to conduct oral interviews for this purpose. Students should be able to provide some evidence of the work that went into an assessment. For group projects, keeping minutes from group meetings and a record of individual contributions is strongly recommended.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

### **Grading Basis**

Standard

## Requirements to pass course

In order to pass this course students must:

- Achieve a composite mark of at least 50 out of 100.
- Engage actively in course learning activities and attempt all assessment requirements.
- Meet any additional requirements specified in the assessment details.

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Creating Value for Stakeholders
Week 2 : 19 February - 25 February	Lecture	Value from Market Opportunities
Week 3 : 26 February - 3 March	Lecture	Time Value of Money
Week 4 : 4 March - 10 March	Lecture	Value from Investment Decisions
Week 5 : 11 March - 17 March	Lecture	Value from Technology
	Assessment	Project 2A Individual Milestone - 14% Due Friday 11:59pm
Week 6 : 18 March - 24 March	Lecture	Flexibility Week - no classes
Week 7 : 25 March - 31 March	Lecture	Value from Pricing
Week 8 : 1 April - 7 April	Lecture	Value for investors
Week 9 : 8 April - 14 April	Lecture	Firm Value & Cost of Capital
Week 10 : 15 April - 21 April	Lecture	Value and Performance Measurement
	Assessment	Project 2B: Group Report Due : 9am Monday

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## General Schedule Information

Failure to attend / engage in assessment tasks that are integrated into learning activities (eg. weekly readiness assurance tests, class discussion...) will be reflected in the marks for these assessable activities.

## Course Resources

### Prescribed Resources

Course textbooks

The finance-related topics of this course will make use of the following text (This is the same finance text used for COMM1140):

Jonathan Berk, Peter DeMarzo, Jarrad Harford, Guy Ford, and Vito Mollica, 2017, Fundamentals

of Corporate Finance, 3rd Edition (Pearson Australia; ISBN 9781488620072)

If you buy the e-book, it comes with a perpetual license.

The Accounting portion of this course will make use of the following text (This is the same textbook that is also used for COMM1170):

Leslie G. Eldenburg, Albie Brooks, Judy Oliver, Gillian Vesty, Rodney Dormer, and Vijaya Murthy, 2021, COMM1170 Organisational Resources & COMM1180 Value Creation for University of NSW: Management Accounting (Wiley Australia; ISBN : 9780730396079 [ePub Enhanced]

### Course Website

A course website will be maintained within the Moodle environment. You must be enrolled in the course to access the website on Moodle. The website will feature important announcements, provide access to discussion forums, online learning modules, lecture material, tutorial activities, practice problems and solutions, and additional reading materials.

### Peer Assisted Study Sessions (PASS)

PASS offers free, weekly, drop-in study sessions available to all students enrolled in COMM1180. Classes are facilitated by a PASS leader who has recently completed the course. Attending PASS regularly can help you to: deepen your understanding of the course content; develop skills for independent university study; make friends; and help you feel more confident in your studies. To get the most out of your PASS class you should come prepared with questions and raise issues that you are having with the course content. A PASS schedule will be posted on Moodle at the start of Week 2.

## Recommended Resources

Please refer to Moodle site for additional recommended resources.

## Additional Costs

NO additional cost is anticipated in this course.

## Course Evaluation and Development

Feedback is regularly sought from students and continuous improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback.

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Natalie Oh		Business School		Email for appointment	No	No
Head tutor	Tahmina Akhter		Business School		Email for appointment	Yes	Yes
Lecturer	Heather Crawford		Business School		Email for appointment	No	No
	Veronica Smith		Business School		Email for appointment	No	No
	Kevin Kuan		Business School		Email for appointment	No	No

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

#### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are

developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## **LATE SUBMISSION PENALTIES**

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## **FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE**

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

### PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

### COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

### 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.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.