



UNSW Course Outline

COMM5022 Industry Experience Program - 2024

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General Course Information

Course Code : COMM5022

Year : 2024

Term : Term 3

Teaching Period : T3

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 : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Develop and refine your professional skills, gain practical work experience, and apply your academic knowledge in a real working environment. This course will allow you to gain valuable work experience, explore a career path, and network with professionals in your chosen field.

You will be required to combine your work practice with academic workshops and assignments throughout. Workshops are delivered online for this course.

Enrolment in the course is restricted and only Business School postgraduate students that meet the eligibility criteria will be approved and admitted. This course is an elective or alternative capstone practicum (approval required).

For enquiries please contact Career Accelerator at careeraccelerator@unsw.edu.au

Course Aims

This course aims to offer students the opportunity to apply their university learning to their real world practice, and validates students' efforts with industry endorsed reports on their performance and progress throughout.

Relationship to Other Courses

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Analyse your organisation's purpose and culture and how it impacts responsible business practices	• PL01 : Business Knowledge • PL05 : Responsible Business Practice
CLO2 : Effectively communicate your ideas and knowledge to influence business outcomes	• PL03 : Business Communication
CLO3 : Utilise appropriate professional digital tools to communicate respectfully in a global environment	• PL02 : Problem Solving
CLO4 : Critically reflect on your personal and professional development and outline how you will improve or change your practice in the future	• PL07 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Analyse your organisation's purpose and culture and how it impacts responsible business practices	• Placement reports
CLO2 : Effectively communicate your ideas and knowledge to influence business outcomes	• Placement deliverables & participation • Placement reports
CLO3 : Utilise appropriate professional digital tools to communicate respectfully in a global environment	• Placement deliverables & participation • Placement reports
CLO4 : Critically reflect on your personal and professional development and outline how you will improve or change your practice in the future	• Questioning journals

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Learning and Teaching in this course

This course is based on the concept of experiential learning, i.e. the best way to learn employability skills is to participate in a real workplace. For this reason, the course will be run using a different model from other courses in the program.

Recognising that the relevant work experience does not often comply with the university timetable, this course is offered entirely online to offer students as much flexibility as possible to

suit individual needs. Students prepare for the work placement through the completion of employability modules that include videos, articles and lectures which offer guidance to the student on professional expectations.

Students are asked to complete reflective tasks throughout the experience and link their university learning to their real-world experience.

Students performance will be monitored and reviewed throughout the experience, and feedback and advice provided.

A final appraisal report will be completed by their company mentor provide positive feedback and areas of improvement for the future.

The overall pedagogical philosophy of this course is based on the belief that learning is an active process requiring engagement and immersion.

Additional Course Information

This course aims to offer students the opportunity to apply their university learning into real world practice and validates students efforts with industry endorsed reports on their performance and progress throughout. This course strengthens a students work readiness skills and enhances employability through integrating the theory of academic learning with its application in practice.

This course will:

- Further develop and consolidate students professional skills;
- Enable reflection and questioning on key capability development as students consolidate their learning in preparation for the next stage of their career;
- Provide students with evidence of the complex and sophisticated graduate capabilities including:
 - Independent and collaborative enquiry
 - Engaging others to contribute to change
 - Ethical and self-directed practice
 - Respecting diversity and acting in a socially just and responsible way

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Placement reports Assessment Format: Individual	50%	Due Date: Week 4: 30 September - 06 October, Week 11: 18 November - 24 November	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL05 : Responsible Business Practice• PL03 : Business Communication• PL02 : Problem Solving
Questioning journals Assessment Format: Individual	40%	Due Date: Week 2: 16 September - 22 September, Week 5: 07 October - 13 October, Week 10: 11 November - 17 November	<ul style="list-style-type: none">• PL07 : Leadership Development
Placement deliverables & participation Assessment Format: Individual	10%	Due Date: Week 1: 09 September - 15 September, Week 2: 16 September - 22 September, Week 4: 30 September - 06 October, Week 7: 21 October - 27 October, Week 10: 11 November - 17 November, Week 11: 18 November - 24 November	<ul style="list-style-type: none">• PL03 : Business Communication• PL02 : Problem Solving

Assessment Details

Placement reports

Assessment Overview

Company profile report - 15% - 2 x A4 pages or preferred digital tool

Students will complete a company profile of their host organisation utilising professional digital tools. The report will include a company overview (incl. SWOT) and an evaluation/analysis of the internal organisational purpose and culture and how this impacts business practices.

Professional report - 35% - 2500 words

Every project and report can (and should) be unique to the host company.

Students will need to utilise information provided by the business and from external sources to develop and deliver a report structured to communicate key findings on their project/experience

to company representatives.

Students will build upon their company profile report which should be included. In business, the information provided in reports needs to be easy to find and written in a way the client can understand. Ensure the report is divided into sections clearly labelled with headings and sub-headings. Suggested headings include:

- Company description
- Project outline, including concept and background - why was it undertaken? What did you hope to achieve?
- Project goals
- Risk analysis
- Actions taken
- Outcomes
- Recommendations

Course Learning Outcomes

- CL01 : Analyse your organisation's purpose and culture and how it impacts responsible business practices
- CL02 : Effectively communicate your ideas and knowledge to influence business outcomes
- CL03 : Utilise appropriate professional digital tools to communicate respectfully in a global environment

Detailed Assessment Description

1a: Company profile report 15%

Complete a company profile for your host organisation. This report will be used as the basis of your final Professional report and help build your understanding of the organisation.

A company profile is a professional summary that describes a business and what it does. The goal is to showcase the underlying spirit and passion behind everything that the company stands to offer the world.

You will need to build a company profile which includes:

- Mission
- Vision
- Corporate Social responsibility (CSR) if any
- Organisational structure
- Product and/or service
- Brief history and growth
- Industry and sector (including where they belong within these)

Secondly, from your experience in the first weeks of your placement, identify, evaluate and analyse your company's purpose and culture. Answer the below questions:

- What are the artifacts, values and assumptions that define the company? Why do you think this is?
- How are they presented both internally and externally?
- Having identified these, how does this influence or impact your company's business practices? Do the business practices influence the culture?

You can include pictures, photos (with company permission) or anything else to help you illustrate your discoveries.

1b. Professional report 35%

Every project and report can (and should) be unique to the host company.

Using the foundational knowledge you developed in Part A, and information provided by the business and external sources, develop and deliver a report structured to communicate key findings on your project/experience to company representatives.

You are required to develop a high quality academic/business Professional Report. There are three options to choose from:

Option 1: ☐ ☐ ☐

Some student experiences are designed to work toward a specific project. This work may serve as the basis for the Professional Report. In these cases, you will work with your supervisor across the term, seeking their guidance and advice on how best to develop and improve the Professional Report.

Option 2: ☐ ☐

Some student experiences will involve a diverse range of tasks. In these cases, in consultation with your supervisor, you will identify a specific issue/topic for your Professional Report that

meets the academic criteria and contributes to the host organisation. This may be related or unrelated to the ordinary placement duties. You will work with your supervisor across the term, seeking their guidance and advice on how best to develop the Professional Report.

Option 3

Should neither of the above options apply to your scenario, please notify the Course Facilitator before the end of Week 1 and an alternative Professional Report topic will be provided. In these cases, students will work with their supervisor across the term, seeking their guidance and advice on how best to develop and improve the Professional Report.

This assessment is a continuous activity and contributes to 35% of the grade

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

Questioning journals

Assessment Overview

3 x reflective/questioning journal submissions throughout student's in-company placement

Journal #1 - 10% - 500 words (start).

Students will focus on initial thoughts at the start of the placement and their fit within the organisation.

Journal #2 - 10% - 500 words (halfway).

Student will reflect on how their assumptions/behaviours are changing throughout the placement

Journal #3 - 20% - 1000 words (final).

Students will reflect on their overall placement experience, what they learned and how they will take this with them into their future career

Course Learning Outcomes

- CL04 : Critically reflect on your personal and professional development and outline how you will improve or change your practice in the future

Detailed Assessment Description

You will need to submit three journal entries across the term that ask you to consider how your initial assumptions and beliefs influenced your behaviours, and how this has evolved as you have settled into your role. Your questioning journal entries can include ☐ photos/video reflections, and podcasts ☐ to support your text. Your reflections must respond to the following weekly prompts to demonstrate your understanding of core course concepts:

Part A: Journal entry #1

Following your initial Supervisor meeting, refer to your agreed expectations and reflect on your thoughts as you commence the placement.

Consider your workshop around company vs. personal purpose.

- What do you currently think (or assume) about your host company's organisational purpose and culture?
- Where do you feel you currently fit in?
- How does your personal purpose align with your host company's organisational purpose?
- Do you recognise any similarities or big differences?

Part B: Journal entry #2

Read back over your first journal entry and reflect on the past four weeks of your placement

- Have your assumptions about your host company's culture and purpose changed?
- If so, in what way? Was it positive or negative?
- With your changing assumptions, have you noticed any changes in your behaviour?
- And what are they?

Part C: Journal entry #3

Using your past two journal entries as a foundation, critically reflect on your overall experience

with your host company:

- What did you learn about aligning personal purpose and cultural fit during your placement?
- Did you need to adjust or adapt to your host company, or did it adjust/adapt for you?
- What did you learn about assumptions or behaviours that you will take with you into your future career?
- Think about how you will approach your next role – will it be the same or would you approach it differently?

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

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Placement deliverables & participation

Assessment Overview

Part A: Supervisor report (expectations)

Part B: Supervisor final report + placement hours (120hrs minimum in placement)

Part C: Workshop participation

The supervisor will complete a report covering the students time with the company. The report will address:

- Professionalism
- Communication
- Motivation and attitude
- Independence

The supervisor will discuss the report with the student, providing feedback for growth and development. The student will be able to access the report should this not be done in person. This must be completed successfully, along with a minimum of 120 hours of placement.

Students are expected to attend and actively participate in all online workshops during the

course.

Course Learning Outcomes

- CLO2 : Effectively communicate your ideas and knowledge to influence business outcomes
- CLO3 : Utilise appropriate professional digital tools to communicate respectfully in a global environment

Detailed Assessment Description

You are required to organise a time to meet with your Supervisor in the first week of your placement to discuss each other's expectations and agree upon your placement deliverables. At your first meeting together, it is important for you and your supervisor to establish expectations for your time working together – that is expectations for the both of you. The expectations do not need to simply be deliverables but could be the best way of working together, expected professional behaviours, communication methods, skill development opportunities or the type of work to be completed. The expectations are designed to provide a definition of what success looks like for you and your supervisor.

A minimum of 3 expectations will need to be agreed upon.

At your final meeting, you and your supervisor will discuss whether expectations were met (on both sides) and provide your student with a couple of recommendations or strategies they can apply in the future to continue to grow and develop both personally and professionally.

Discuss:

- Review each expectation and discuss if you and your supervisor felt it was met
- Provide an example where you felt you excelled, demonstrated an improvement
- Request a recommendation or strategy that you can apply in the future to help you continue to grow and develop in these areas.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

General Assessment Information

Late submission

Late submission will be subject to a penalty of 10% of the task weighting per day.

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.

Grading Basis

Satisfactory

Requirements to pass course

You must achieve an overall score of 50% in your assessment tasks to pass this course. The final grade for this course will be Satisfactory/Unsatisfactory.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Workshop	Workshop 1 About the course Discuss the 'why' Pre-work discussion (module)
Week 2 : 16 September - 22 September	Other	Organisational Culture module 1:1 Consultations with LiC
Week 3 : 23 September - 29 September	Other	Placement
Week 4 : 30 September - 6 October	Workshop	Workshop 2 Organisational culture Leading with assumptions
Week 5 : 7 October - 13 October	Other	Reflective Practice and Work Integrated learning module
Week 6 : 14 October - 20 October	Other	Placement activity
Week 7 : 21 October - 27 October	Workshop/placement	Workshop 3 Debrief & check-in Report writing (module) Using reflection to improve success 4L's
Week 8 : 28 October - 3 November	Other	Placement Activity Work environment & leadership styles
Week 9 : 4 November - 10 November	Other	Placement activity
Week 10 : 11 November - 17 November	Workshop	Workshop 4 Developing your professional brand and articulating your experience Final assessment discussion
Week 11 : 18 November - 24 November	Assessment	Final assessment task

Attendance Requirements

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

General Schedule Information

Students are required to complete a minimum of 120 hours in placement during the term period.

Course Resources

Prescribed Resources

Available via Moodle

Course Evaluation and Development

Students complete feedback forms at the end of their placement experience via Moodle. This feedback is then used for continuous improvement of the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Administrator	Career Accelerator		Quad 1028		via email	Yes	Yes
Lecturer	Sharen Nisbet					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 [Policies and Guidelines](#) 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 [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [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 Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. 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 Code of Conduct, 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

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

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. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. 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. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

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. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment 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.