UNSW Course Outline

COMM3000 Evidence-based Intervention Design and Evaluation - 2024

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General Course Information

Course Code : COMM3000
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Economics
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

This course -is a fully problem-based learning experience. Students will be required to work in

teams and individually acting as management consultants/advisors in order to use insights from data analysis to address one of three types of generic problems: (i) to motivate and design an intervention; (ii) to identify and manage risk relating to those interventions; or (iii) to evaluate the effectiveness and efficiency of interventions. The course is equally relevant for evidence-based decision-making in either business, government, or not-for-profit organisations. As a synthesis course, students are expected to apply and integrate the knowledge and skills gained over their degree to complete their reports and communicate their findings professionally.

Course Aims

To give students exposure to industry-based work/activities and applications in a given field. The aim is to equip students with the necessary technical, Excel-based and professional students to exercise sound and professional decisions.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify, apply and adapt business skills and knowledge acquired across your program to critically analyse a contemporary business challenge.	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO4 : Teamwork
CLO2 : Make informed decisions about how to address the research problem including what are the relevant theoretical and ethical frameworks to provide context and what are the sources of appropriate qualitative and quantitative data.	• PLO1 : Business Knowledge • PLO3 : Business Communication
CLO3 : Work collaboratively to complete a substantive problem-solving task.	• PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO7 : Leadership Development
CLO4 : Access, manage and use the appropriate digital resources and tools to communicate ideas in a succinct, professional and clear manner.	• PLO3 : Business Communication
CLO5 : Effectively communicate a solution to a problem and justify the recommendations to a range of⬚ stakeholders.	• PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork
CLO6 : Critically reflect on your professional skills and behaviours, including identified gaps, and how you will adapt to a changing work environment.	• PLO5 : Responsible Business Practice • PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Identify, apply and adapt business skills and knowledge acquired across your program to critically analyse a contemporary business challenge.	• Reflective and Critical Evaluation Piece • Individual Assignments • Class Participation (Both Seminar and Tutorial)
CLO2 : Make informed decisions about how to address the research problem including what are the relevant theoretical and ethical frameworks to provide context and what are the sources of appropriate qualitative and quantitative data.	• Group Project • Reflective and Critical Evaluation Piece • Individual Assignments
CLO3 : Work collaboratively to complete a substantive problem-solving task.	• Group Project
CLO4 : Access, manage and use the appropriate digital resources and tools to communicate ideas in a succinct, professional and clear manner.	• Reflective and Critical Evaluation Piece • Group Project • Individual Assignments
CLO5 : Effectively communicate a solution to a problem and justify the recommendations to a range of stakeholders.	• Class Participation (Both Seminar and Tutorial) • Group Project
CLO6 : Critically reflect on your professional skills and behaviours, including identified gaps, and how you will adapt to a changing work environment.	• Class Participation (Both Seminar and Tutorial) • Reflective and Critical Evaluation Piece • Individual Assignments

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Lectures, tutorials and assessments have been designed to appropriately challenge students and support the achievement of the desired learning outcomes. A climate of inquiry and dialogue is encouraged between students and teachers and among students (in and out of class). The lecturer and tutor aim to provide meaningful and timely feedback to students to improve learning outcomes.

Learning Activities and Teaching Strategies

The examinable content of the course is defined by the references given in the lecture schedule, the content of lectures, and the content of the tutorial program.

Lectures

The purpose of lectures is to provide a logical structure for the topics that make up the course; to clarify the essential insights pertaining to each topic; and to make students familiar with the most important results that experimental and behavioural economists have produced. Live lectures will be delivered face-to-face, and recorded lectures are available upon request.

Tutorials

Tutorials are an integral part of the course. The tutorials are designed to enhance your understanding of what is being taught in the seminars/lectures. Tutorials will be offered only in-person.

Out-of-Class Study

While students may have preferred individual learning strategies, most learning will have to be achieved outside of class time. Lectures can only provide a structure to assist your study, and tutorial time is limited.

An "ideal" strategy (on which the provision of the course materials is based) might include:

- Reading of the assigned readings before the lecture.
- Attendance at lectures. Here the context of the topic in the course and the important elements of the topic are identified.
- Attending tutorials and attempting the tutorial questions ("worksheets").

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Reflective and Critical Evaluation Piece Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: See Detailed assessment description	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
Group Project Assessment Format: Group	40%	Start Date: Not Applicable Due Date: See Detailed assessment description	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO7 : Leadership Development
Individual Assignments Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: See Detailed assessment description	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice
Class Participation (Both Seminar and Tutorial) Assessment Format: Individual	15%	Start Date: Not Applicable Due Date: Not Applicable	

Assessment Details
Reflective and Critical Evaluation Piece

<u>Assessment Overview</u>

This assessment consists of written or verbal analysis that involves the thoughtful examination and assessment of different topics in the course. It goes beyond simply summarizing the content and delves into a deeper understanding of the subject matter by employing both reflection and critical thinking.

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6, PLO7.

Course Learning Outcomes

- CLO1 : Identify, apply and adapt business skills and knowledge acquired across your program to critically analyse a contemporary business challenge.
- CLO2 : Make informed decisions about how to address the research problem including what are the relevant theoretical and ethical frameworks to provide context and what are the sources of appropriate qualitative and quantitative data.
- CLO4 : Access, manage and use the appropriate digital resources and tools to communicate ideas in a succinct, professional and clear manner.
- CLO6 : Critically reflect on your professional skills and behaviours, including identified gaps, and how you will adapt to a changing work environment.

Detailed Assessment Description

This component is broken down into two separate reflection pieces each worth 15%.

The first reflection piece requires students to reflect on the guest lecturer's talks and discussion. Students are expected to summarise in their own words:

1) What the guest lecturer's talk was about

2) How the talk benefitted the student from a career development and opportunities perspective

3) What the student learnt from the talk.

The reflection should be a maximum of 1,200 words. This reflection piece will be due two weeks after the guest lecturer's talk.

The second reflection piece requires students to evaluate their understanding of 1) a component of the course material that they benefitted from during the term and 2) a presentation by one of the teams in the class. This will get students to appreciate different perspectives and further develop their written skills and critical thinking skills. The second reflection piece should be a maximum of 1,200 words. This reflection piece will be due 1 week after the Week 10 presentations.

Assessment Length

max. 1,200 words

Assignment submission Turnitin type

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

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.

Group Project

Assessment Overview

The Group Assignment will be in the form of a written report, team project charter or team ratings. This assignment asks students to apply the knowledge gained in classes to analyze practical questions, present written results in a professional manner, and develop project management and teamwork skills. Students will be required to present their findings as a team at the end of the term. Students will also be assessed on the quality of their final presentation.

The group-based mark is 30%, while the individual-based mark is 10%.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO7.

Course Learning Outcomes

- CLO2 : Make informed decisions about how to address the research problem including what are the relevant theoretical and ethical frameworks to provide context and what are the sources of appropriate qualitative and quantitative data.
- CLO3 : Work collaboratively to complete a substantive problem-solving task.
- CLO4 : Access, manage and use the appropriate digital resources and tools to communicate ideas in a succinct, professional and clear manner.
- CLO5 : Effectively communicate a solution to a problem and justify the recommendations to a range of⬜ stakeholders.

Detailed Assessment Description

Students will be required to form groups of 3-4 members (no later than the end of Week 1) to complete the group assignment. The group assignment will require students, as a group, to write a report/paper on an aspect of real estate economic policy or real estate investment topic that interests them as a group. There is scope for students to explore different ideas and approaches to these topics. Students are encouraged to communicate with the LIC about their progress every two weeks to ensure progress is maintained.

The reports/paper will likely feature a combination of Excel-based modelling, econometric

software and also marketing-specific component. Specific details of the real estate policies and real estate investment topics will be made available on the Moodle page by the LIC in the Week 1 seminar.

Each group will also be required to present their work in a 15-minute presentation to the entire class in the Week 10 seminar worth 10% of this 40%. The LIC will provide feedback where necessary. This will give students an opportunity to incorporate feedback. The group assignment report/paper will be due at the end of Week 11.

Each student will also be required to evaluate their respective group members via an evaluation survey to ensure that equal work and effort has been contributed by each team member. Individual grades may be adjusted accordingly if there is an unequal distribution of workload and effort.

Assignment submission Turnitin type

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

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.

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Individual Assignments

Assessment Overview

Individual Assignments will be in the form of problem sets involving calculations and short-answer responses on assigned problems based on the course material. It provides students with the opportunity to showcase their ability to apply learned techniques to practical problems.

Assesses: PLO1, PLO2, PLO3, PLO5.

Course Learning Outcomes

- CLO1 : Identify, apply and adapt business skills and knowledge acquired across your program to critically analyse a contemporary business challenge.
- CLO2 : Make informed decisions about how to address the research problem including what are the relevant theoretical and ethical frameworks to provide context and what are the

sources of appropriate qualitative and quantitative data.

- CLO4 : Access, manage and use the appropriate digital resources and tools to communicate ideas in a succinct, professional and clear manner.
- CLO6 : Critically reflect on your professional skills and behaviours, including identified gaps, and how you will adapt to a changing work environment.

Detailed Assessment Description

This assessment component will feature two problem sets (each worth 12.5%) that students will complete individually to assess their understanding of the course material being presented throughout the term. Problem set questions may be qualitative and quantitative in nature or some combination of both. Students will have 2 weeks to complete each assessment. The first problem set will be released in Week 3 or 4. The second problem set will be released in Week 7.

Students will receive practice questions within the lecture across most weeks to get a sense of the questions involved and also to receive feedback on their progress.

Assignment submission Turnitin type

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

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.

Class Participation (Both Seminar and Tutorial)

Assessment Overview

Reading of the assigned reading materials before the seminar and tutorials is required to ensure students will be able to follow the class lectures and participate actively in class.

Assesses: PLO1, PLO2, PLO3, PLO7

Course Learning Outcomes

- CLO1 : Identify, apply and adapt business skills and knowledge acquired across your program to critically analyse a contemporary business challenge.
- CLO5 : Effectively communicate a solution to a problem and justify the recommendations to a range of stakeholders.

- CLO6 : Critically reflect on your professional skills and behaviours, including identified gaps, and how you will adapt to a changing work environment.

Assessment Length

Weekly

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

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
- Meet the specified attendance requirements of the course (see Schedule section)

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	Introduction to Real Estate Markets and Basic Real Estate Market Models.
Week 2 : 16 September - 22 September	Seminar	Real estate valuation methods. Exploring a sales analysis. Price decomposition. Fundamental Identity in Real Estate.
Week 3 : 23 September - 29 September	Seminar	Investments Decisions: Financing, Capital Structure and Holding Periods. Leasing Choices Regression Based Valuation Approach.
	Tutorial	
Week 4 : 30 September - 6 October	Seminar	Real Option Analysis Game Theory in Real Estate Guest Lecturers from Industry
Week 5 : 7 October - 13 October	Seminar	Real Estate Investment Trusts (REITs) Macro Level Investment Issues Macroeconomics and Property Cycles
	Tutorial	
Week 6 : 14 October - 20 October	Other	Flexi-Week: No Seminars and Tutorials.
Week 7 : 21 October - 27 October	Seminar	Marketing fundamentals for commercial real estate
	Tutorial	
Week 8 : 28 October - 3 November	Seminar	Marketing research for commercial real estate Guest Lecturers From Industry
Week 9 : 4 November - 10 November	Seminar	Marketing communications for commercial real estate (Crafting a perfect pitch)
	Tutorial	
Week 10 : 11 November - 17 November	Seminar	Group Assignment Presentations Urban Economics Why Cities Exist Closed and Open Urban Models Quality of Urban Life

Attendance Requirements

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

Course Resources

Prescribed Resources

There is no prescribed textbook for this course. The LIC will provide resources and reading material via the Moodle 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.

The School of Economics strives to be responsive to student feedback. If you would like more information on how the design of this course and changes made to it over time have taken students' needs and preferences into account, please contact the Director of Education at the School of Economics.

Consent for De-Identified Data to be Used for Secondary Research into Improving Student Experience

To enhance your student experience, researchers at UNSW conduct academic research that involves the use of de-identified student data, such as assessment outcomes, course grades, course engagement and participation, etc. Students of this course are being invited to provide their consent for their de-identified data to be shared with UNSW researchers for research purposes after the course is completed.

Providing consent for your de-identified data to be used in academic research is voluntary and not doing so will not have an impact on your course grades.

Researchers who want to access your de-identified data for future research projects will need to submit individual UNSW Ethics Applications for approval before they can access your data.

A full description of the research activities aims, risks associated with these activities and how your privacy and confidentiality will be protected at all times can be found here.

If you **consent** to have your de-identified data used for academic research into improving student experience, you do not need to do anything. Your consent will be implied, and your data may be used for research in a format that will not individually identify you after the course is completed.

If you **do not consent** for this to happen, please email the opt-out form to seer@unsw.edu.au to opt-out from having your de-identified data used in this manner. If you complete the opt-out form, the information about you that was collected during this course will not be used in academic research.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Mohamad Mourad		UNSW Business School, Level 4.	N/A	Fridays 4:30pm - 5:30pm	Yes	Yes
Lecturer	Karen Tian		School of Marketing, Level 3 Quadrangle Building	+61 2 9348 1454	Fridays 10am -11am in Weeks 7 - 9	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 Plagarism

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 submited.

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.