



## UNSW Course Outline

# COMM3020 Global Business Practicum - 2024

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## General Course Information

**Course Code :** COMM3020

**Year :** 2024

**Term :** Term 2

**Teaching Period :** T2B

**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

COMM3020 is an experiential and intensive for-credit course. It provides students the unique opportunity to gain international understanding, exposure and workplace skills through studying and working in a specified location overseas.

The central component of the course is the opportunity to work in a small cross-disciplinary student consulting team on a genuine business issue of a client organisation, such as local branches of international financial, marketing and technology corporations. In addition, students will also attend master classes by local industry leaders, government officials and academic experts, and learn about the local culture through field trips to important cultural landmarks and sights.

## Course Aims

By completing this course students will:

- Gain work experience in an international context;
- Increase their intercultural competence and capabilities;
- Develop workplace skills to increase their employability;
- Gain exposure to leading international businesses and high-profile local business leaders.

## Relationship to Other Courses

This course is offered as a Business School Elective within any Business School program or may be counted as an elective within any Commerce major. It fulfills the mandatory WIL requirement in single or double Commerce degrees including the Bachelor of Commerce (International). As this course allows you to develop a practical understanding of your business major(s), students must be within the last stages of their business major when undertaking this course. Enrolment is restricted and only students who meet the requirements of the selection process will be able to enrol. In particular, eligible students must:

- be in Good Academic Standing
- have completed CA:Essentials
- have completed a minimum of 72 UOC by the commencement of this course
- have an up-to-date LinkedIn profile.

Eligible students wishing to complete this course will be required to submit an online Expression of Interest by the advertised date.

By completing this course students will:

- Gain work experience in an international context;
- Increase their intercultural competence and capabilities;
- Develop workplace skills hence increase their employability;

- Gain exposure to leading international businesses and high-profile local business leaders.

## Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify, analyse and apply global business knowledge and practices to a real-world business issue	• PL01 : Business Knowledge
CLO2 : Develop recommendations with a variety of stakeholders to address the business issue within an appropriate cultural context	• PL03 : Business Communication • PL06 : Global and Cultural Competence
CLO3 : Participate collaboratively and responsibly in a team, and reflect on your own teamwork, and the team's processes and ability to achieve outcomes	• PL04 : Teamwork
CLO4 : Develop the capacity for self-leadership and self-directed learning from reflection on working in a business, working in another country, cultural understanding and yourself	• PL07 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Identify, analyse and apply global business knowledge and practices to a real-world business issue	• Individual Contribution to Team Presentation • Practicum Report (Group)
CLO2 : Develop recommendations with a variety of stakeholders to address the business issue within an appropriate cultural context	• Individual Contribution to Team Presentation • Practicum Report (Group)
CLO3 : Participate collaboratively and responsibly in a team, and reflect on your own teamwork, and the team's processes and ability to achieve outcomes	• Reflective Journal Videos and Essay • Teamwork Evaluation • Individual Contribution to Team Presentation • Practicum Report (Group)
CLO4 : Develop the capacity for self-leadership and self-directed learning from reflection on working in a business, working in another country, cultural understanding and yourself	• Reflective Journal Videos and Essay • Teamwork Evaluation • Individual Contribution to Team Presentation

## Learning and Teaching Technologies

Moodle - Learning Management System

# Learning and Teaching in this course

Students will work in multi-disciplinary teams and apply material they have learned in their programs to a real life business issue.

The course will be delivered at the UNSW Kensington Campus, with Teams and Moodle supporting client meetings and additional course information. Teams will provide industry and lecturer interaction and Moodle will be used for the submission of the assessments.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Reflective Journal Videos and Essay Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Week 3: 15 July - 21 July, Week 4: 22 July - 28 July	• PL04 : Teamwork • PL07 : Leadership Development
Teamwork Evaluation Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: 02/09/2024 04:00 PM	• PL04 : Teamwork • PL07 : Leadership Development
Individual Contribution to Team Presentation Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 22 - 23 August	• PL01 : Business Knowledge • PL03 : Business Communication • PL04 : Teamwork • PL06 : Global and Cultural Competence • PL07 : Leadership Development
Practicum Report (Group) Assessment Format: Group	30%	Start Date: Not Applicable Due Date: 06/09/2024 04:00 PM	• PL01 : Business Knowledge • PL03 : Business Communication • PL04 : Teamwork • PL06 : Global and Cultural Competence

## Assessment Details

### Reflective Journal Videos and Essay

#### Assessment Overview

4 x 3 minute videos and a 1,000 word essay

*Reflective practice is an essential component of experiential learning. These assessments provide an opportunity for you to reflect on your experience throughout the practicum, discuss how your impressions, attitudes and behaviours may have changed, or may need to change, to be career ready in your chosen field.*

*Here are some specific instructions on each part of this assessment to guide you:*

#### *Video Reflection Journal 1:*

*Introduce yourself, outline your personal goals for this experience, what do you hope to “get out of this”? Outline your expectations for this practicum and what you think others’ (your team and your placement sponsors’) expectations will be of you.*

#### *Video Reflection Journals 2 & 3:*

*Tell us what you have achieved this week and the progress you have made as an individual and as a team. What obstacles are you now facing? How do you plan to ‘tackle’ these and what will be your personal contribution?*

#### *Video Reflection Journal 4:*

*Bring your reflections down to a more personal level than in your previous videos. Tell us about how your learnings throughout this experience have shaped your perspective on where you may take your career in the future and what attitudes and behaviours you may need to adopt or change in order to be successful.*

#### *Reflective Essay:*

*Your Reflective Essay is a chance for you to distil personal learnings from your experience and to link these learnings to your intended future practice (what has changed in you, and what you intend to do differently in the future). Revisit your videos and identify two key personal learnings that emerged from your reflective videos to focus on. These could be recurrent ‘themes’ that kept arising, or even key ‘turning points’ in your journey. Discuss how you intend to apply what you have learned in your future practice.*

*You will be graded on your ability to follow the guidelines above, on your ability to ‘reflect well’, meaning your reflections are relevant to the course, are able to account for the perspectives of others and you are able to bring your reflections down to a deeper, personal level, linking what you have learned to your intended future practice.*

Assesses: PLO4, PLO7

### Course Learning Outcomes

- CLO3 : Participate collaboratively and responsibly in a team, and reflect on your own teamwork, and the team's processes and ability to achieve outcomes
- CLO4 : Develop the capacity for self-leadership and self-directed learning from reflection on working in a business, working in another country, cultural understanding and yourself

### 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](#).

## **Teamwork Evaluation**

### Assessment Overview

Use the EVAL tool on Moodle to assess the performance of each member of your team, including yourself. Provide answers and a numerical score on each team member regarding their/your contribution, collaboration and communication during your project work. Your written feedback should explain the score you have chosen, give an example of the quality of teamwork and be encouraging of positive teamwork skills.

Your mark for this assessment will be awarded based on the quality of feedback you provide on your teammates and on how well you assess your own contribution. Your team evaluation will also contribute to your individual mark for the group report.

**Collaboration:** How well has this team member collaborated to reach a successful outcome for the team project? You may wish to reflect on aspects of their participation such as motivation, support for others, their effect on team morale and harmony, or how they have worked to prevent or resolve conflict and tension.

**Communication:** How well has the team member communicated throughout the project? You may wish to reflect on the team members demonstration of respect for other team members thoughts and ideas; being an active listener; timeliness in responding; and their discussion of

issues and progress.

**Contribution:** Overall, how well has this team member contributed to the success of the team project? You may wish to reflect on how well the team members work throughout the course has contributed to the final presentation and report, their constructive contribution in meetings, how they showed leadership, shared or built on others' ideas and generated their own useful new ideas.

Assesses: PLO4, PLO7

PLO4 myBCom Points

### Course Learning Outcomes

- CL03 : Participate collaboratively and responsibly in a team, and reflect on your own teamwork, and the team's processes and ability to achieve outcomes
- CL04 : Develop the capacity for self-leadership and self-directed learning from reflection on working in a business, working in another country, cultural understanding and yourself

### Generative AI Permission Level

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## **Individual Contribution to Team Presentation**

### Assessment Overview

*Your team will be required to give a group presentation, in-person and in-country, directly to the organisation you are working with and your academic instructor. Although this is essentially a group task, an individual mark will be awarded to each team member. Teams need to ensure that each member has sufficient time to present, allocating a roughly equal amount of speaking time to each person.*

*The ultimate aim of your presentation is to showcase your solution to the problem outlined in the 'problem brief' document from your organisation, so your host organisation knows what to expect from your practicum report and can offer some further guidance (think of this as the value you are adding through your project). However, you must 'set the scene' for your solution by outlining your*

*understanding of the problem faced, your activities and research conducted, what knowledge you have un-covered during your practicum journey and how this has led you to your solutions and recommendations.*

*Your individual presentation skills will be assessed but you will each be speaking for the group and a high level of team cohesion will be expected. You and your team will need to analyse information provided by the host organisation and from primary and secondary external sources, to develop and deliver a professional presentation structured to communicate key findings. It should be presented in a way that outlines the project undertaken and its goals, the challenges faced, and the solutions recommended by the team in a clear, coherent and concise way.*

*Your personal presentation must be professional, business appropriate and useful to the host organisation.*

*The deliverables are to be agreed with the Lecturer in Charge and the company prior to the work being done.*

Assesses: PLO1, PLO3, PLO4, PLO6, PLO7

BCom students: myBCom course points for PLO4

### **Course Learning Outcomes**

- CL01 : Identify, analyse and apply global business knowledge and practices to a real-world business issue
- CL02 : Develop recommendations with a variety of stakeholders to address the business issue within an appropriate cultural context
- CL03 : Participate collaboratively and responsibly in a team, and reflect on your own teamwork, and the team's processes and ability to achieve outcomes
- CL04 : Develop the capacity for self-leadership and self-directed learning from reflection on working in a business, working in another country, cultural understanding and yourself

### **Generative AI Permission Level**

#### **No Assistance**

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## Practicum Report (Group)

### Assessment Overview

The Practicum Report is a comprehensive piece of work incorporating multiple parts; generally, it is a 'client facing' professional report that is strategic in nature and is designed to address the business challenge or the problem faced, as outlined in the project brief document from your host organisation.

Each practicum report is different, as each team will be addressing a different issue and will likely have different solutions and recommendations stemming from their own experience in-country and what their research has uncovered. Therefore, your solutions and recommendations will be unique to your specific group project. This also means that your 'report' may not be in an academic or written format, if the client requires something different, or if there is a more practical deliverable that can act as a solution to the problem being addressed. The scope and nature of the deliverables are to be agreed with the Lecturer in Charge and the company prior to the work being done.

As with your presentation, you and your team will need to analyse information provided by the host organisation and from primary and secondary external sources, to develop and deliver a professional report, structured to communicate key findings. It should be written in a way that outlines the project undertaken and its goals, the challenges faced, and the solutions recommended by the team in a clear, coherent and concise way.

Although each report is unique, best practice reports tend to incorporate similar structural elements. A suggested structure for your report could be as follows:

- Executive summary
- Company description and problem / context analysis
- Your journey – what key learnings have you and your team uncovered?
- Your solution and recommendations
- Strategy, implementation, operational detail (how will your solution work in practice?)
- Risk Analysis
- Organisation)

Assesses: PLO1, PLO3, PLO4, PLO6

*BCom students: myBCom course points for PLO4 and PLO6.*

### Course Learning Outcomes

- CL01 : Identify, analyse and apply global business knowledge and practices to a real-world business issue
- CL02 : Develop recommendations with a variety of stakeholders to address the business issue within an appropriate cultural context
- CL03 : Participate collaboratively and responsibly in a team, and reflect on your own teamwork, and the team's processes and ability to achieve outcomes

### 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**

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

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 1 July - 7 July	Workshop	Introduction Project briefs & company introduction Company research
Week 2 : 8 July - 14 July	Workshop	First Video Call with Mentors Team Project Work
Week 3 : 15 July - 21 July	Workshop	Introduction to Consulting Methodologies Team Project Work
Week 4 : 22 July - 28 July	Workshop	Pre-departure orientation
Week 5 : 29 July - 4 August	Other	Team Project Work
	Other	7 - 24 August: In-country practicum experience

## Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

## Course Resources

### Prescribed Resources

The University and the Business School provide a wide range of support services and resources for students - resource links will be provided via Moodle and Teams.

### Additional Costs

This course will cost an additional \$2500 to support accommodation and events while you are overseas.

## 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 workshop content has been reviewed in 2024 and updated to integrate project work time

during workshops based on student feedback.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Administrator	Career Accelerator		Quad 1028		via email	No	Yes
Lecturer	Morgan Grace				via email	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.