



UNSW Course Outline

MGMT5803 Business Innovation - 2024

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General Course Information

Course Code : MGMT5803

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Management and Governance

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

"We cannot solve our problems with the same thinking we used when we created them." (Albert Einstein).

Across every business function, innovation and collaboration are central to solving complex problems, exploring new strategies, and working effectively within an organisation. In this course we will introduce you to creative thinking tools and innovation processes to generate, develop and evaluate innovative ideas and concepts for complex business challenges.

The course takes a hands-on and applied project-based approach, focusing on the big picture challenges facing businesses in the 21st century. You will build your knowledge about and skills in innovation working on complex practical challenges in diverse teams. Across the term you will have opportunities to develop your creative mindset, identify and test different ideas, and learn how to present your ideas in engaging and persuasive ways to influence others.

Course Aims

This course will:

- Demonstrate ingenuity, creativity, invention, and innovation, and how they address complex business challenges and drive business transformation.
- Demonstrate how ethical, responsible, and sustainable innovation practices contribute to transformation and growth across diverse sectors and organisations including corporations, government, social enterprises, and startups.
- Demonstrate the effectiveness of using business innovation frameworks to solve business problems with insights, innovation, strategies and business models.
- Inspire students to be open, curious and resilient as they discover problems, generate insights, explore creative solutions, embrace experimentation, and lead business innovation.

Relationship to Other Courses

The following courses build directly on the course content offered in MGMT5803.

[MGMT5611](#) Entrepreneurship and New Venture Management

[COMM5040](#) Entrepreneurial Ecosystems

[MGMT5603](#) Global Business Strategy

The following courses will help you strengthen our business innovation leadership and communication skills.

[MGMT5912](#) Negotiating in Global Context

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Understand and analyse types of innovation using innovation frameworks to make informed business decisions.	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving
CLO2 : Identify and assess business problems and opportunities, develop actionable insights and innovative solutions, and communicate them convincingly to technical and non-technical stakeholders.	<ul style="list-style-type: none"> • PL03 : Business Communication
CLO3 : Critique emerging technologies for business innovation and the implication of their use in the global business context.	<ul style="list-style-type: none"> • PL05 : Responsible Business Practice • PL06 : Global and Cultural Competence
CLO4 : Develop solutions to address societal and business problems that consider global, ethical and cultural implications.	<ul style="list-style-type: none"> • PL05 : Responsible Business Practice • PL06 : Global and Cultural Competence
CLO5 : Operate collaboratively with team members and build the capacity to engage and enable others to contribute towards achieving desired results.	<ul style="list-style-type: none"> • PL04 : Teamwork • PL07 : Leadership Development
CLO6 : Appraise innovative business solutions and justify whether the conclusion is well-reasoned and appropriate.	<ul style="list-style-type: none"> • PL02 : Problem Solving

Course Learning Outcomes	Assessment Item
CLO1 : Understand and analyse types of innovation using innovation frameworks to make informed business decisions.	<ul style="list-style-type: none"> • Business Innovation Briefing Paper • Business Innovation Team Project • Business Innovation Evaluation
CLO2 : Identify and assess business problems and opportunities, develop actionable insights and innovative solutions, and communicate them convincingly to technical and non-technical stakeholders.	<ul style="list-style-type: none"> • Make Action a Habit • Business Innovation Team Project • Business Innovation Evaluation
CLO3 : Critique emerging technologies for business innovation and the implication of their use in the global business context.	<ul style="list-style-type: none"> • Business Innovation Briefing Paper • Business Innovation Team Project • Business Innovation Evaluation
CLO4 : Develop solutions to address societal and business problems that consider global, ethical and cultural implications.	<ul style="list-style-type: none"> • Business Innovation Team Project
CLO5 : Operate collaboratively with team members and build the capacity to engage and enable others to contribute towards achieving desired results.	<ul style="list-style-type: none"> • Business Innovation Team Project
CLO6 : Appraise innovative business solutions and justify whether the conclusion is well-reasoned and appropriate.	<ul style="list-style-type: none"> • Make Action a Habit • Business Innovation Evaluation • Business Innovation Team Project

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Innovation is critical for business survival. Business innovation creates, captures and delivers new value. It might be a new product, process, platform or transformational customer experience. In this course you will develop an understanding of innovation and how it can be used to drive business operations, strategy, culture and prosperity. You will develop knowledge and skills in leadership, management and entrepreneurship that will help you contribute to business innovation across all industries in a wide range of organisations from corporates and government through consulting to small and medium-sized businesses and startups. You will be able to apply frameworks that will help you identify customer needs and business opportunities, and develop, manage and lead business innovation projects. These skills are critical for every role in any organisation in the contemporary business environment.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Make Action a Habit Assessment Format: Individual Short Extension: Yes (2 days)	30%	Start Date: Week 1 Due Date: Checkpoints in Weeks 4, 10, & 11	<ul style="list-style-type: none">• PL02 : Problem Solving• PL03 : Business Communication
Business Innovation Briefing Paper Assessment Format: Individual Short Extension: Yes (2 days)	20%	Start Date: Not Applicable Due Date: 27/09/2024 04:00 PM	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL05 : Responsible Business Practice• PL06 : Global and Cultural Competence
Business Innovation Team Project Assessment Format: Group	30%	Due Date: Problem Pitch (Week 5 in class) & Solution Pitch (Week 10 in class)	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL04 : Teamwork• PL05 : Responsible Business Practice• PL06 : Global and Cultural Competence• PL07 : Leadership Development
Business Innovation Evaluation Assessment Format: Individual Short Extension: Yes (2 days)	20%	Due Date: 22/11/2024 04:00 PM	<ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL05 : Responsible Business Practice• PL06 : Global and Cultural Competence

Assessment Details

Make Action a Habit

Assessment Overview

Action-based learning and self-reflective learning to help students understand course content and its application to business settings.

Other - Assesses: PLO2, PLO3

Course Learning Outcomes

- CLO2 : Identify and assess business problems and opportunities, develop actionable insights and innovative solutions, and communicate them convincingly to technical and non-technical stakeholders.
- CLO6 : Appraise innovative business solutions and justify whether the conclusion is well-reasoned and appropriate.

Detailed Assessment Description

The Make Action a Habit Journal involves action-based learning and reflective analysis to help students develop an innovative mindset and learn how to practically apply course learnings to various business contexts. To undertake and lead business innovation, you need a curious mindset, sophisticated listening skills, and a strong bias toward action. This task aims to help students develop the habit of taking action to learn and reduce risk by testing assumptions and insights.

- Weekly posts to the forum before class at 4 pm
 - The first post for week 1 is due in week 2
- Marked Checkpoints in Weeks 4, 10, & 11
- Weighting
 - Weeks 1-4 (10%)
 - Weeks 5 & 7-9 (10%)
 - Weeks 10 (10%)

Each week, students will practice simple, easy, quick actions such as gaining new insight from a stakeholder, asking chatGPT and assessing/validating the output, chatting with their friends/family, spending 5 mins doing desk research, etc. Each weekly action should help students build the knowledge and insight that will help them develop their team projects.

Assessment Length

100 Words (100/week)

Submission notes

Weekly forum posts due at 4pm before the lecture. The first post for the week 1 MAH is due in week 2.

Assessment information

Short extensions of a maximum of 2 days are available for this assessment. To be eligible for short extensions, you must follow the instructions provided by UNSW Special Consideration. All

other requests for extensions to submit this assessment must be applied through UNSW's Special Consideration.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

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

Business Innovation Briefing Paper

Assessment Overview

Briefing paper to help students understand business innovations used in practice.

Assignment - Assesses: PLO1, PLO2, PLO5, PLO6

Course Learning Outcomes

- CLO1 : Understand and analyse types of innovation using innovation frameworks to make informed business decisions.
- CLO3 : Critique emerging technologies for business innovation and the implication of their use in the global business context.

Detailed Assessment Description

Report to help students understand the full spectrum of business innovation in practice by assessing and analyzing companies and the different types of innovations using Doblin's Ten Types of Innovation Framework.

Students will select 1 business from the [2023 AFR Most Innovative Companies](#) or the [AFR 2022 Top Innovators List](#) and analyze the types of innovations using Doblin's framework.

More detailed instructions can be found on Moodle.

Assessment Length

600 Words in total

Submission notes

Submit through Turnitin on Moodle

Assessment information

PLEASE NOTE:

1. **All assessments will be explained and discussed during the lectures.** Please review lecture recordings when you have questions.
2. **Short extensions of a maximum of 2 days are available for this assessment.** To be eligible for short extensions, you must follow the instructions provided by UNSW Special Consideration. All other requests for extensions to submit this assessment must be applied through UNSW's Special Consideration (<https://www.student.unsw.edu.au/special-consideration>). Please email your tutor when you apply.

Assignment submission Turnitin type

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

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

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Business Innovation Team Project

Assessment Overview

Team project for students to apply course content to business innovation challenges and opportunities; practise their teamwork skills; and to help develop presentation skills.

Project - Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7

Course Learning Outcomes

- CLO1 : Understand and analyse types of innovation using innovation frameworks to make informed business decisions.
- CLO2 : Identify and assess business problems and opportunities, develop actionable insights and innovative solutions, and communicate them convincingly to technical and non-technical stakeholders.
- CLO3 : Critique emerging technologies for business innovation and the implication of their use in the global business context.
- CLO4 : Develop solutions to address societal and business problems that consider global, ethical and cultural implications.
- CLO5 : Operate collaboratively with team members and build the capacity to engage and enable others to contribute towards achieving desired results.
- CLO6 : Appraise innovative business solutions and justify whether the conclusion is well-reasoned and appropriate.

Detailed Assessment Description

Team project enables students to apply course content to current business innovation challenges and opportunities, engage in collaborative teamwork, and develop compelling presentation skills. The objective of this assignment is for students to practice identifying future challenges and/or opportunities of a real company and developing innovative business solutions to address the specific problem. Teams should develop an inclusive and safe environment for all members to work collaboratively together. Each member must contribute to developing the business innovation idea, research, and design.

Problem Analysis Pitch Presentation (5-min)

- 10%
- 5 minutes & 7 slides (including title and references)
- Due in Week 5 (In-class presentation)

Solution Pitch Presentation

- 20%
- 5 mins & 7 slides (including title and references)

- Due in Week 10 (In-class presentation)

**Detailed instructions and guidelines can be found in the Assessment Handbook on Moodle.*

Assessment Length

5 minutes & 7 slides

Submission notes

Pitch Presentations delivered in class.

Assessment information

PLEASE NOTE:

1. All assessments will be explained and discussed during the lectures. Please review lecture recordings when you have questions.
2. Short extensions are not available for this assessment. Requests for extensions for this assessment must be applied for through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Assistance with Attribution

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Business Innovation Evaluation

Assessment Overview

Evaluation to help students develop: an understanding of course content; an authentic mindset for business innovation.

Evaluation - Assesses: PLO1, PLO2, PLO3, PLO5, PLO6

Course Learning Outcomes

- CL01 : Understand and analyse types of innovation using innovation frameworks to make informed business decisions.
- CL02 : Identify and assess business problems and opportunities, develop actionable insights and innovative solutions, and communicate them convincingly to technical and non-technical stakeholders.
- CL03 : Critique emerging technologies for business innovation and the implication of their use in the global business context.
- CL06 : Appraise innovative business solutions and justify whether the conclusion is well-reasoned and appropriate.

Detailed Assessment Description

Evaluation to help students develop an understanding of course content, an authentic mindset for business innovation, and to reflect on teamwork processes and outcomes. The template for your evaluations will be available on Moodle. There are 2 parts to this assessment.

1. You will assess and evaluate one group's pitch (content and delivery) and develop a written report of your feedback for the other team's problem analysis and innovative solution development, as well as their key message delivery and presentation style.
2. You will evaluate each of your team members' contributions to the team project throughout the term.

Assessment Length

1,000 Words

Submission notes

Submitted through Turnitin on Moodle

Assessment information

PLEASE NOTE:

1. All assessments will be explained and discussed during the lectures. Please review lecture

recordings when you have questions.

2. **Short extensions of a maximum of 2 days are available for this assessment.** To be eligible for short extensions, you must follow the instructions provided by UNSW Special Consideration. All other requests for extensions to submit this assessment must be applied through UNSW's Special Consideration (<https://www.student.unsw.edu.au/special-consideration>). Please email your tutor when you apply.

Assignment submission Turnitin type

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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

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Dive into the Creative World of Business Innovation
Week 2 : 16 September - 22 September	Lecture	Decoding Innovation: What Are the Different Types?
	Assessment	A1: W1 MAH Forum Post Due Prior to the Lecture at 4pm
Week 3 : 23 September - 29 September	Lecture	Navigating the 10 Types of Innovation
	Assessment	A1: W2 MAH Forum Post Due Prior to the Lecture at 4pm A2: (20%) Business Innovation Briefing Paper Due Sept 27th at 4pm
Week 4 : 30 September - 6 October	Lecture	Cultivating Creativity: Building Innovation Ecosystems
	Assessment	A1: W3 MAH Forum Post Due Prior to the Lecture at 4pm • (10%) MAH Checkpoint #1 (Weeks 1-4 Marked)
Week 5 : 7 October - 13 October	Lecture	Creativity Frontiers: Leading the Charge in Innovation
	Assessment	A1: W4 MAH Forum Post Due Prior to the Lecture at 4pm A3: (10%) Team Project Problem Analysis Pitch Due in class
Week 6 : 14 October - 20 October	Lecture	No Class. (Term Break)
Week 7 : 21 October - 27 October	Lecture	Creative Conscience: Balancing Law and Ethics When Innovation Knows No Bounds
	Assessment	A1: W5 MAH Forum Post Due Prior to the Lecture at 4 pm
Week 8 : 28 October - 3 November	Lecture	From Startups to Governments: Innovation in Every Arena
	Assessment	A1: W7 MAH Forum Post Due Prior to the lecture at 4pm
Week 9 : 4 November - 10 November	Lecture	Innovating for Impact: Tech Transformation & Sustainable Futures
	Assessment	A1: W8 MAH Forum Post Due Prior to the Lecture at 4pm
Week 10 : 11 November - 17 November	Lecture	Shaping Tomorrow's Innovation Leaders for a Visionary Venture
	Assessment	A1: W9 MAH Forum Post Due Prior to the Lecture at 4pm • (10%) A1: MAH Checkpoint #2 (Weeks 5 & 7-9 Marked) A3: (20%) Team Project Solution Pitch
Week 11 : 18 November - 24 November	Assessment	Due on Nov 22nd @ 4pm • A1: (10%) W10 Final MAH Reflection Journal Entry • A4: (20%) Business Innovation Evaluations

Attendance Requirements

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

Course Resources

Prescribed Resources

All readings and course resources will be made available on Moodle.

Course Evaluation and Development

Each semester, we seek feedback from students and other stakeholders about the courses we offer in the Business School. We use students' course-level feedback, quantitative and qualitative, to guide our monitoring and development of the course. This happens at the end of each term. It also occurs on a weekly basis as we gather to reflect on what we have witnessed in

tutorials. We use these experiences to modify our approaches, for example, by emphasizing a particular point in lectures, modifying how we run tutorials, or our focus on debriefings.

UNSW's myExperience survey is one of the ways in which we gather student evaluative feedback. In this course, we will seek your feedback through your end-of-semester myExperience responses.

Based on the MyExperience feedback received from the previous term, the tutorial and assessment structures have been revamped to align with current business trends. Additionally, the weekly feedback students provided has helped identify areas for improvement in the curriculum. This includes adding useful course materials like readings and videos that better match students' needs and preferences.

Furthermore, the weekly feedback has also given us valuable insights to enhance student engagement and the learning experience in class. Collecting this diverse feedback has greatly improved our academic environment, creating a more student-centered education that aligns with their changing needs and goals.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Kelsey Burton		Business School Level 5, Room 551		By Appointment	Yes	Yes
Tutor	Dwiardi Vergiawan		Business School Level 5		By Appointment	No	No
	Sokhema Nara		Business School Level 5		By 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 [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.