



## UNSW Course Outline

# COMM2233 Industry Consulting Project - 2024

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## General Course Information

**Course Code :** COMM2233

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** UNSW Business School

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This course provides an opportunity for Business School students to apply their academic knowledge and other professional skills to solve real world problems as part of consulting team. Partnering with Industry, students will work with a company mentor and have the opportunity to

pitch their solution to a panel of industry experts.

This course is at the UNSW Kensington Campus and consists of pre-workshop modules, online discussion boards and three industry partner meetings.

Each experience will be different depending on the organisations we partner with.

For enquiries please contact Career Accelerator at: [careeraccelerator@unsw.edu.au](mailto:careeraccelerator@unsw.edu.au)

## Course Aims

This course aims to:

- increase students' understanding of the how the theory of business disciplines is applied in a real business situation
- develop students' critical thinking and problem solving skills
- develop students' team work and understanding of decision making skills in a real company setting
- increase students' employability through the development of desirable work-place skills.

## Relationship to Other Courses

This course is offered as a Business School Elective within any undergraduate Business School program or may be counted as an elective within any Commerce major. It also meets the mandatory WIL requirements in a single or double degree in Commerce, including the Bachelor of Commerce (International).

Students must have completed 48 UOC by course commencement, have space in their degree and completed COMM6000 (CA:Essentials). Bachelor of Commerce students need to have completed COMM1999 myBCom First Year Portfolio.

Exclusions:

- COMM3101 Industry Experience Placement

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrates initiative and self-direction
CLO2 : Applies discipline knowledge and skills to support the organisation's business functions
CLO3 : Conducts oneself in a professional manner in line with organizational expectations
CLO4 : Communicates effectively in diverse workplace situations

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrates initiative and self-direction	<ul style="list-style-type: none"> <li>• Personal/ Professional Development</li> <li>• Briefing Paper</li> <li>• Participation and Engagement</li> <li>• Client project Presentation</li> </ul>
CLO2 : Applies discipline knowledge and skills to support the organisation's business functions	<ul style="list-style-type: none"> <li>• Personal/ Professional Development</li> <li>• Briefing Paper</li> <li>• Participation and Engagement</li> <li>• Client project Presentation</li> </ul>
CLO3 : Conducts oneself in a professional manner in line with organizational expectations	<ul style="list-style-type: none"> <li>• Personal/ Professional Development</li> <li>• Briefing Paper</li> <li>• Participation and Engagement</li> <li>• Client project Presentation</li> </ul>
CLO4 : Communicates effectively in diverse workplace situations	<ul style="list-style-type: none"> <li>• Personal/ Professional Development</li> <li>• Briefing Paper</li> <li>• Participation and Engagement</li> <li>• Client project Presentation</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

## Learning and Teaching in this course

This course will allow students to apply theoretical skills to a real world business problem through industry partnerships. The course will run on a term schedule with in-company sessions replacing some lectures.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Personal/ Professional Development Assessment Format: Individual	30%	Due Date: Week 11: 22 April - 28 April	<ul style="list-style-type: none"><li>• PLO3 : Business Communication</li><li>• PLO7 : Leadership Development</li></ul>
Briefing Paper Assessment Format: Individual	30%	Due Date: Week 5: 11 March - 17 March	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO7 : Leadership Development</li></ul>
Participation and Engagement Assessment Format: Individual	10%	Due Date: Week 11: 22 April - 28 April	<ul style="list-style-type: none"><li>• PLO4 : Teamwork</li><li>• PLO7 : Leadership Development</li></ul>
Client project Presentation Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Week 10: 15 April - 21 April	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO7 : Leadership Development</li></ul>

## Assessment Details

### Personal/ Professional Development

#### Assessment Overview

4 Reflection-in-action videos (Individual) 10% (5% per video)

Reflection-on-action paper (Individual) 20%

Assesses: PL03, PL07

#### Course Learning Outcomes

- CLO1 : Demonstrates initiative and self-direction
- CLO2 : Applies discipline knowledge and skills to support the organisation's business functions
- CLO3 : Conducts oneself in a professional manner in line with organizational expectations
- CLO4 : Communicates effectively in diverse workplace situations

### Assignment submission Turnitin type

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

## Briefing Paper

### Assessment Overview

**2 Briefing Paper A (Individual)** - 750 words, research topic 25%

This assignment is designed to share some of the preliminary background work among the members of your team. At the end of the task, each team member will become the 'expert' in one of four relevant areas for your group project. Your individual expertise will be important for your team to understand the needs of the client.

Each member of the group will select ONE topic to write a short memo to develop expertise to support their work with the client

Assesses: PL01, PL02, PL03, PL04, PL07

*BCom students: myBCom course points for PL02*

### Course Learning Outcomes

- CLO1 : Demonstrates initiative and self-direction
- CLO2 : Applies discipline knowledge and skills to support the organisation's business functions
- CLO3 : Conducts oneself in a professional manner in line with organizational expectations
- CLO4 : Communicates effectively in diverse workplace situations

### Assignment submission Turnitin type

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

## Participation and Engagement

### Assessment Overview

**3.1 Peer Evaluation** - 10% (two submissions of 5% each)

Assesses: PL04, PL07

*BCom students: myBCom course points for PL04*

### Course Learning Outcomes

- CLO1 : Demonstrates initiative and self-direction
- CLO2 : Applies discipline knowledge and skills to support the organisation's business functions
- CLO3 : Conducts oneself in a professional manner in line with organizational expectations
- CLO4 : Communicates effectively in diverse workplace situations

### Assignment submission Turnitin type

Not Applicable

## Client project Presentation

### Assessment Overview

1 Presentation (Group) - 10 mins presentation and 10 mins Q&A 30% plus week 10 submission of pre recording (no marks allocated)

You will deliver your research and recommendations to the client in a 10 minute presentation. Your presentation is limited to 9 slides in total. You may have additional slides as 'Appendices' which you may refer to during the 10 min Q&A session immediately following your presentation.

Assesses: PL01, PL02, PL03, PL04, PL07

### Course Learning Outcomes

- CLO1 : Demonstrates initiative and self-direction
- CLO2 : Applies discipline knowledge and skills to support the organisation's business functions
- CLO3 : Conducts oneself in a professional manner in line with organizational expectations
- CLO4 : Communicates effectively in diverse workplace situations

### Assessment Length

20 minutes

### Assignment submission Turnitin type

Not Applicable

## General Assessment Information

### Grading Basis

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Workshop	Introduction to COMM2233; Preparing to meet our client Guest speaker presentation 'A day in the life of a consultant'. Attendance compulsory
Week 2 : 19 February - 25 February	Workshop	Meet the Client & Introductions Attendance compulsory Location: TBC
	Assessment	Video reflection #1 Due
Week 3 : 26 February - 3 March	Workshop	Consulting methodologies Project planning Attendance compulsory  Mentor meeting #1 due Attendance compulsory
Week 4 : 4 March - 10 March	Workshop	Ideation - MCIC Attendance compulsory
Week 5 : 11 March - 17 March	Workshop	Client Q&A Attendance compulsory Location: TBC  Mentor meeting #2 due by end of week Attendance compulsory
	Assessment	Briefing Paper due
Week 7 : 25 March - 31 March	Workshop	Drafting your presentation Attendance compulsory  Mentor meeting #3 due Attendance compulsory
Week 8 : 1 April - 7 April	Workshop	Refining your presentation Attendance compulsory
	Assessment	Video Reflection #3 due
Week 9 : 8 April - 14 April	Workshop	Presentation skills workshop Attendance compulsory  Mentor meeting #4 due Attendance compulsory
Week 10 : 15 April - 21 April	Workshop	Client Presentations Attendance compulsory Location: TBA
	Assessment	Video reflection #4 due
	Assessment	Final presentation Location: TBA
Week 11 : 22 April - 28 April	Assessment	Peer evaluation survey due Week 11
	Assessment	Reflection-on-action paper due week 11

## Attendance Requirements

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

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Alicia Jacenko					No	Yes
	Career Accelerator					No	No
	Tim Berger					No	No
	Irene Simpson					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.