

## School of Management, Operations and Marketing

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# COMM331: Simulation of a Socially Innovative Enterprise

### Subject Outline

6 credit points

### Subject Information

#### Spring, 2014

Wollongong  
On Campus

#### Lecture Information:

Mondays, 11:30 - 13:30, 40.153 (Weeks 1-6)

Mondays, 11:30 - 12:30, Online lecture access via Moodle (Weeks 8-12)

**Pre-requisites:** 96 Credit Points including all Business core subjects

**Co-requisites:** Nil

**Restrictions:** COMM332, COMM333, COMM334, COMM390

**Contact Hours:** 2 hours lecture (weeks 1-6), 1 hour lecture (weeks 7-12), 1 hour of tutorial (weeks 2-6) plus 2 hours of computer lab (weeks 7-13)

**Online Subject Material:** Students can access online materials via the Moodle.

COMM331 is supported by a UOW Libguide available at <http://uow.libguides.com/index>

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### Teaching Staff

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## **Email Etiquette: Consultation with your subject coordinator and/or teachers via email**

Your teachers receive many emails each day. In order to enable them to respond to your emails appropriately and in a timely fashion, students are asked to observe basic requirements of professional communication:

### **Consider what the communication is about**

- Is your question addressed elsewhere (e.g. in this subject outline or, where applicable, on the subject's eLearning site)?
- Is it something that is better discussed in person or by telephone? This may be the case if your query requires a lengthy response or a dialogue in order to address. If so, see consultation times above and/or schedule an appointment.
- Are you addressing your request to the most appropriate person?

### **Specific email title/ header to enable easy identification of subject related/ student emails**

- Identify the subject code of the subject you are enquiring about (as your teacher may be involved in more than one subject) in the email header. Add a brief, specific header after the subject code where appropriate

### **Professional courtesy**

- Address your teacher appropriately by name (and formal title if you do not yet know them).
- Use full words (avoid 'text-speak' abbreviations), correct grammar and correct spelling.
- Be respectful and courteous.
- Allow 3 - 4 working days for a response before following up. If the matter is legitimately urgent, you may wish to try telephoning the staff member (and leaving a voicemail message if necessary) or contacting the relevant school.
- Please ensure that you include your full name and identify your seminar or tutorial group in your email so that your teachers know who they are communicating with and can follow-up personally where appropriate.

A guide to eLearning 'Netiquette' is available at <http://www.uow.edu.au/student/elearning/netiquette/index.html>. The basic principles of Netiquette also apply to email communication.

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# Section A: General Information

## Learning Outcomes and Graduate Qualities

### Student Learning Outcomes

On successful completion of this subject, students will be able to:

1. Demonstrate the capacity to problem solve and effectively work in multidisciplinary contexts;
2. Demonstrate a deep understanding of theoretical principles that underpin the complexities of commercial practice;
3. Apply a wide range of innovative commercial practices as they construct and are constructed by intercultural values and identities in societies;
4. Demonstrate and apply the principles and ethical underpinnings of corporate governance best practice in a globalised environment;
5. Demonstrate a knowledge of the dynamics of working both within a team and a system;
6. Demonstrate an understanding of the use of specified information and communication technologies.

### Subject Description

Simulation of a Socially Innovative Enterprise enables students to apply the principles of ethical, socially responsible, and sustainable commerce in a web based designed simulated business environment. The subject is based on a series of lectures and an action based learning project. In the action learning project students will form multidisciplinary teams and run a simulated business (which may include private, public and not for profit organisations) twenty four hours a day for a period of several weeks. Students will be required to make multidisciplinary interactive decisions based on sound ethical, socially responsible and sustainable practice.

### Graduate Qualities

The Faculty has five Graduate Qualities which we aim to progressively develop in our students through learning and teaching.

Graduate Quality	Our graduates will:	Graduate Qualities Taught, Practised or Assessed in this Subject
Informed	have gained appropriate conceptual and applied knowledge that is research-based	<b>Yes</b>
	have developed skills for independent thinking and life-long learning	
	acknowledge the work and ideas of others	
Innovative and Flexible	be innovative in their thinking and work practices	<b>Yes</b>
	be flexible in their approach	
	be able to apply creativity and logical analysis to solving business and social issues	
Socially Responsible	appreciate the social and ethical dimensions of business	<b>Yes</b>
	be able to make informed choices for the benefit of society	
Connected	be able to work and network effectively with others	<b>Yes</b>
	appreciate the links between ideas and practice in domestic and international business, the public sector and community contexts	
Communicators	demonstrate an effective level of interpersonal, written, and verbal communication skills	<b>Yes</b>
	show an understanding of intercultural communication practices	

These qualities have also been formulated to contribute to the UOW Graduate Qualities. You can see how the Graduate Qualities are linked at <http://business.uow.edu.au/future-students/graduate-qualities/UOW152875.html>

## Readings, References and Materials

### Major Text(s)

*Capstone Readings and Players Guide to the Simulation*  
(available from Unicentre Bookshop at a cost \$26.99 and \$15.05)

Textbook details are available online from the University Bookshop at  
<http://unicentre.uow.edu.au/unishop/UOW031119.html>

### Key References

Beinhocker, E. 2006. "Chapter 4: The Big Picture", in Beinhocker, E. *The Origin of Wealth: Complexity and the Radical Remaking of Economics*, Harvard Business School Press, Boston, pp. 79-98.

Clarke, F. & Dean, G. 2007 "Chapter 3: Governance Overload: A contestable strategy", in Clarke, F. & Dean, G. *Indecent Disclosures: Gilding the Corporate Lily*, Cambridge University Press, Melbourne, pp.51-64.

Cooke, F. 2011 "Social responsibility, sustainability and diversity of human resources", in Harazing, Anne-Wil and Pinnington, Ashly H., *International human resource management*, (third edition), London, Sage, pp. 583-619.

Cooper, K. & Fargher, I. 2011 "Accounting for Corruption: Abuse of Rank and Privilege" paper presented at the *Critical Perspectives on Accounting Conference*, Florida.

Delaet, D. 2006. "Chapter 1: The Contested Meaning of Human Rights", in *The Global Struggle For Human Rights*, South-Western Cengage Learning, USA, pp. 1-24.

Gaffikin, M. 2008 "Chapter 1: Understanding Theory" in Gaffikin, M. *Accounting Theory: Research, Regulation and Accounting Practice*, Pearson Education Australia. Sydney. pp. 3-22

Global reporting Initiative –sustainability Reporting Guidelines, version 3.1  
<http://www.globalreporting.org/NR/rdonlyres/D8B503A9-070C-43DB-AD0F-5C4ACB1EBF39/0/G31RefSheet.pdf>

Hatch, M. & Cunliffe, A. 2006. "Chapter 1; Why Study Organization Theory", in Hatch, M. & Cunliffe, A. *Organization Perspectives: Modern, Symbolic and Postmodern Perspectives*, Oxford University Press, Oxford, pp.3-23.

Hutton, J. 2010. Running the Pariah Company, *Financial Review Boss*, 10 July , pp.19-23.

Ionescu, L. 2011. "The Influence of Corruption on Economic Growth", *Economics, Management, and Financial Markets*, Volume 6(1), pp.453-458.

Jackson, K. 2008. "Natural law, human rights and corporate reputational capital in global governance", *Corporate Governance*, Volume 8(4), pp. 440-455.

Jeacle, I. 2006. 'Face Facts: accounting, feminism and the business of beauty', *Critical Perspectives on Accounting*, Volume 17, pp. 87-108.

Jenkins, R. 2008. "Chapter 1: Identity Matters" in Jenkins, R. *Social Identity*, Routledge, Oxo, pp.1-15.

Kaidonis MA and Stoianoff, N P. 2006. "Legislation, Citizens'rights and the self determination of a developing country: a case study", *UNEP conference Environmental Compliance and Enforcement*, Pace University, USA.

Kaidonis, MA, Stoianoff, N P, Andrew J. 2010, "The Shifting Meaning of Sustainability", in Aras, G and Crowther, D (eds) in *A Handbook of Corporate Governance and Social Responsibility*, Gower Publication ISBN 978-0-566-08817-9

- Maani, K and Cavana, R. 2007. "Chapter 1: Introducing Systems Thinking", in Maani, K & Cavana, R, *Systems Thinking, System Dynamics: Managing Change and Complexity*, 2nd Ed, Pearson Education, New Zealand, pp. 2-13.
- Neuman, W. 2011. "Chapter 1: Why Do Research?", in *Social Research Methods - Qualitative and Quantitative Approaches*, Pearson Education Inc Publishing, USA, pp. 1-23.
- Senge, M. 2000. "Chapter 13: Systems Thinking", in Senge, M, *The Fifth Discipline*, Nicholas Brealey Publishing, Great Britain, pp. 87- 120
- Thorne, D., Ferrell, O. & Ferrell, L. 2011. "Chapter 9: Community Relations and Strategic Philanthropy", in *Business & Society - A Strategic Approach To Social Responsibility & Ethics*, South-Western Cengage Learning, USA, pp. 308-349.
- Tsoukas, H and Vladimirou, E. 2001. "What is Organisational Knowledge?", *Journal of Management Studies*, vol.38:7, pp. 973 - 993.
- United Nations 2010, *Principles of Responsible Management Education (PRME)*, United Nations Global Compact Office, New York <http://www.unprme.org/index.php>
- United Nations 2010. *UN Global Compact*, United Nations Global Compact Office, New York <http://www.unglobalcompact.org/AboutTheGC/index.html>
- Willis, A. 2003 The Role of Global Reporting Initiative's Sustainability Reporting Guidelines in the Social Screening of Investments *Journal of Business Ethics*, Volume 43, No.3, pp. 233-237.

## Lectures, Tutorials and Attendance Requirements

### Lecture Times \*

Lectures will be held on:

Day	Start Time	End Time	Room
Monday	11:30	13:30	40.153 (Weeks 1-6)
Monday	11:30	12:30	Online lecture access via Moodle (Weeks 8-12)

### Lecture Program \*

Week	Date	Topics Covered	Readings
1	28 Jul 2014	Emergency procedures Introduction - Multidisciplinarity of commerce as related to an enterprise Subject Outline	PRME - Principles of Responsible Management Education UN Global Compact Principles Tsoukas & Vladimirou (2001)
2	04 Aug 2014	Dynamics of Systems	Senge (2000)
3	11 Aug 2014	Positioning your studies theoretically and practically	Gaffikin (2008)
4	18 Aug 2014	Values and Identity	Jenkins (2008)
5	25 Aug 2014	Theories of global commerce	Beinhocker (2006)
6	01 Sep 2014	Corporate Governance, Strategy and Vision	Jackson (2008)
7	08 Sep 2014	Human Rights Online Lecture (access via Moodle) <b>ASSESSMENT 1 DUE</b>	Principle 1 and 2 UN Global Compact Delaet (2006)
8	15 Sep 2014	Labour Standards Online Lecture (access via Moodle)	Principle 3, 4, 5 and 6 UN Global Compact Cooke (2011)
9	22 Sep 2014	Environment Online Lecture (access via Moodle) <b>ASSESSMENT 4 PART A (INTERIM REPORT) DUE</b>	Principle 7, 8 and 9 UN Global Compact Willis (2003)
	29 Sep 2014	<b>Mid-Session Recess</b>	
10	06 Oct 2014	No Lecture due to public holiday	
11	13 Oct 2014	Social Performance Online Lecture (access via Moodle)	Principles 1 - 10 UN Global Compact Thorne et al (2011)
12	20 Oct 2014	Anti-Corruption Online Lecture (access via Moodle)	Principle 10 UN Global Compact Cooper and Fargher (2011)
13	27 Oct 2014	No Lecture. Time to be used to work on Assessment 4 Part B and Part C. <b>ASSESSMENT 4 (PART B AND PART C) DUE</b>	
	03 Nov 2014	<b>Study Recess</b>	
	08 Nov 2014	<b>Examinations</b>	
	17 Nov 2014	<b>Examinations</b>	

\* The above times and program may be subject to change. Students will be notified of any change via SOLS.

### Additional Lecture Comments

-In weeks 1- 6 COMM331 attend a two hour lecture.

-In weeks 8-12 COMM331 lectures are available online and accessed via Moodle. Students can view the lecture prior to the computer lab at any time. To assist students who may not have access to a computer, the computer lab 40.230 is available 8.30-9.30 Friday during session. Please contact the subject coordinator if you have difficulty accessing the online lectures.



## Tutorial/Seminar/Workshop Times

Tutorial times and locations can be found at <http://www.uow.edu.au/student/timetables/index.html>. Please note that tutorial times on the timetable are provisional and may change. The Faculty of Business uses the SMP Online Tutorial System <http://www.uow.edu.au/student/tps/index.html>. The Faculty of Business ensures that students can complete the minimum requirements of the Bachelor of Commerce, that is, the core subjects and a major study, within the specified time. If you are undertaking more than one major, or a major and minor(s), timetable clashes may occur. If you find that two or more of your chosen subjects are scheduled for the same time you must gain approval from the Head of School before proceeding with your enrolment. Students must attend the tutorial to which they have been allocated.

## Tutorial/Seminar/Workshop Program

Week	Week Commencing	Topics Covered	Readings and Activities
1	28 Jul 2014	No tutorials in Week 1	
2	04 Aug 2014	Emergency Procedures Multidisciplinarity of Commerce	Practice newspaper article presentation - newspaper article online (based on lecture from Week 1)
3	11 Aug 2014	Dynamics of systems	<b>ASSESSMENT 2 Presentations</b> Newspaper article presentation - newspaper article online (based on lecture from Week 1 - 2)
4	18 Aug 2014	Positioning Your Studies Team building	<b>ASSESSMENT 2 Presentations</b> Newspaper article presentation - newspaper article online (based on lecture from Week 1 - 3)
5	25 Aug 2014	Values and Identity	<b>ASSESSMENT 2 Presentations</b> Newspaper article presentation - newspaper article online (based on lecture from Week 1 - 4)
6	01 Sep 2014	Theories of Global Commerce	<b>ASSESSMENT 2 Presentations</b> Newspaper article presentation - newspaper article online (based on lecture from Week 1 - 5)
7	08 Sep 2014	Interactive Dynamic Learning Environment introduction  <b>ASSESSMENT 3 DUE</b>	IDLE Players Guide
8	15 Sep 2014	IDLE reset and competition begins Year 1 presented and worked on	Scenario Year 1 IDLE Times Year 1 IDLE NewsWatch Year 1
9	22 Sep 2014	Simulation continues Year 2 presented and worked on  <b>ASSESSMENT 4 (Part A Company Operations Interim Report) DUE in computer lab.</b>	Scenario Year 2 IDLE Times Year 2 IDLE NewsWatch Year 2
	29 Sep 2014	<b>Mid-Session Recess</b>	
10	06 Oct 2014	No tutorials due to public holiday. Use the time to begin working on Assessment 4 Part B.	
11	13 Oct 2014	Simulation continues Year 3 presented and worked on	Scenario Year 3 IDLE Times Year 3 IDLE NewsWatch Year 3

12	20 Oct 2014	Simulation continues Year 4 presented and worked on	Scenario Year 4 IDLE Times Year 4 IDLE NewsWatch Year 4
13	27 Oct 2014	Team Meeting with Board of Directors/Representative <b>ASSESSMENT 4 (Part B and Part C) DUE</b>	
	03 Nov 2014	<b>Study Recess</b>	
	08 Nov 2014	<b>Examinations</b>	
	17 Nov 2014	<b>Examinations</b>	

The above program may be subject to change.

#### **Additional Tutorial/Seminar/Workshop Comments**

In Weeks 1-6 COMM331 attend a one hour tutorial. Students are required to read the required readings in preparation for a weekly tutorial quiz.

In Weeks 8-12 COMM331 students will move to a two hour computer lab in the Building 40 laboratories for the simulation.

In Weeks 13 COMM331 students will have a two hour tutorial for the presentations to the CEO/Board

## **Attendance Requirements**

Students are expected to attend all lectures, tutorials, workshops and seminars. Students may fail a subject unless they attend 80% of lectures, tutorials, workshops and seminars in each subject they take. Students may apply to have this requirement waived if their circumstances meet those listed in Student Academic Consideration Policy available at <http://www.uow.edu.au/about/policy/UOW060110.html>

## **Recent Improvements to Subject**

The Faculty of Business is committed to continual improvement in teaching and learning. In assessing teaching and learning practices in a subject, the Faculty takes into consideration student feedback from many sources. These sources include direct student feedback to tutors and lecturers, feedback through Business Central, responses to the Subject and Course Evaluation Surveys. These important student responses are used to make ongoing changes to subjects and courses. This information is also used to inform systemic comprehensive reviews of subjects and courses.

Recently Assessment 2 has been modified in order to scaffold learning practices for improvements in the ability to apply theoretical principles in essay writing.

## Section B: Assessment

### Assessment Summary

Assessment Item	Form of Assessment	%
Assessment 1	Essay	35%
Assessment 2	Tutorial/Lab Tasks	10%
Assessment 3	In Session Tests	5%
Assessment 4	Authentic Tasks	50%
	<b>TOTAL MARKS</b>	100%

### Assessment 1: Essay - Sustained Writing

<b>Graduate Qualities Assessed</b>	Informed Innovative and Flexible Socially Responsible Connected Communicators
<b>Marking Criteria</b>	The sustained writing task will be marked according to the following criteria: <ul style="list-style-type: none"> <li>• Content               <ul style="list-style-type: none"> <li>○ demonstrate an understanding of the theoretical underpinnings of the lectures in Weeks 1-6.</li> <li>○ demonstrate an ability to link theoretical underpinnings to an issue in the public domain.</li> <li>○ demonstrate an ability to relate socially innovative or socially responsible practices to a commercial practice.</li> <li>○ demonstrate the skills of critical analysis.</li> </ul> </li> <li>• Grammar &amp; structure</li> <li>• Compliance with style and format guidelines</li> <li>• Referencing according to UOW policy</li> </ul>
<b>Length</b>	2000 words
<b>Weighting</b>	35%
<b>Assessment Due</b>	12 Sep 2014 (Friday in Session Week 7)
<b>Type of Collaboration</b>	Individual Assessment
<b>Style and format</b>	Essay Style. <ul style="list-style-type: none"> <li>• 2000 words</li> <li>• word-processed</li> <li>• 12pt ft, double-spaced</li> <li>• Include a full reference list as per UOW Harvard referencing guidelines. Must include at least 3 academic references additional to the lecture readings</li> </ul>
<b>Assessment submission</b>	<p>To submit the assignment, you must print an individualised cover sheet with a bar code from <a href="http://businessfaculty.uow.edu.au/coversheets/">http://businessfaculty.uow.edu.au/coversheets/</a>. Attach this cover sheet to the front of the assignment and take it to Business Central to be scanned and submitted.</p> <p>The assignment will electronically be recorded as "submitted" and an electronic receipt will be issued to your University email account. Please note that you will need to print the coversheet on a laser printer (use the library or computer lab printers if necessary) because ink jet printers may not print to the quality needed to make the barcode readable by the scanners.</p> <p><b>Please ensure that you have signed the plagiarism declaration before submitting your assignment for scanning at Business Central.</b></p> <p>Assignments to be submitted to Business Central using barcode cover sheet no later than <b>12:00pm</b> on the due date.</p>

<b>Assessment return</b>	Assignments submitted on or before the due date will be returned in the Week 9 tutorials. Late or uncollected assignments can be collected from the subject coordinator.
<b>Detailed information</b>	<p>Students are required to apply the concepts from lectures 1- 6 to a current topic in the public domain in order to prepare students for their team projects. Students will be given a newspaper article that has a topic focus of socially innovative commerce. Students are to draw upon the weekly lecture readings and other relevant material analyse the provided newspaper article, identify and critically evaluate <u>using two</u> of the following theoretical principles:</p> <ul style="list-style-type: none"> <li>• Dynamics of systems</li> <li>• Theoretical issues</li> <li>• Values and identity</li> <li>• Corporate governance</li> <li>• Theories and global commerce</li> </ul> <p>In the Week 2 tutorial, students will be given instructions about the newspaper article.</p>

## Assessment 2: Tutorial/Lab Tasks - Tutorial Oral Presentation

<b>Graduate Assessed Qualities</b>	Informed Innovative and Flexible Socially Responsible Connected Communicators
<b>Marking Criteria</b>	Each week a newspaper article will be available on Moodle. Students are to locate theories learned to this newspaper article and prepare a one page summary. Students will also be asked to present their summary to the class. Students will be asked on a random basis with 5-6 students asked each week. Students will be marked on ability to link theory with allocated newspaper article.
<b>Length</b>	Weekly one page summary (4%)  Once during the session a 3mins maximum presentation discussing one page summary to tutorial class (6%)
<b>Weighting</b>	10%
<b>Assessment Due</b>	11 Aug 2014 (In Your Assigned Tutorial in Session Week 3) 18 Aug 2014 (In Your Assigned Tutorial in Session Week 4) 25 Aug 2014 (In Your Assigned Tutorial in Session Week 5) 01 Sep 2014 (In Your Assigned Tutorial in Session Week 6)
<b>Type of Collaboration</b>	Individual Assessment
<b>Style and format</b>	One page summary <ul style="list-style-type: none"> <li>• dot points outlining learned theory/s to relevant section of newspaper article</li> </ul> Tutorial presentation <ul style="list-style-type: none"> <li>• ability to present one page summary in a concise confident manner</li> </ul>
<b>Assessment submission</b>	One page summary handed to tutor during tutorial.  Presentation conducted during tutorial.
<b>Assessment return</b>	Marked in class.
<b>Detailed information</b>	The purpose of the presentation is to ensure you have a sound knowledge of the key concepts of the readings/theories for the week.  Understanding the weekly readings and practising application to a newspaper article will assist you with Assessment 1.

### Assessment 3: In Session Tests - IDLE PLAYERS GUIDE QUIZ

<b>Graduate Qualities Assessed</b>	Informed Innovative and Flexible Socially Responsible Connected
<b>Marking Criteria</b>	Correctness of answers. Students are required to pass one attempt at the quiz.
<b>Length</b>	30-40 minute online quiz to be undertaken consisting of up to 30 multiple choice and true and false questions.
<b>Weighting</b>	5%
<b>Assessment Due</b>	12 Sep 2014 (Friday in Session Week 7)
<b>Type of Collaboration</b>	Individual Assessment
<b>Style and format</b>	Online quiz will include a combination of multiple choice and true and false questions.  You will be allowed 3 attempts at this quiz. Failure to pass in at least one attempt will result in the inability to join a team and will affect your assessment in the subject. The subject coordinator will be notified of failure.
<b>Assessment submission</b>	To be completed on COMM331 Moodle Site
<b>Assessment return</b>	Results released Monday Week 9
<b>Detailed information</b>	This quiz is designed to test your knowledge from reading the participants / company guide on the enterprise that you are about to manage within the simulation.

## Assessment 4: Authentic Tasks - Company Operations Reporting

<b>Graduate Qualities Assessed</b>	Informed Innovative and Flexible Socially Responsible Connected Communicators
<b>Marking Criteria</b>	Demonstrated ability:  <ol style="list-style-type: none"> <li>1. to present information as per guidelines</li> <li>2. to articulate key performance drivers</li> <li>3. to synthesise company data as information for stakeholders</li> <li>4. to apply theoretical principles were relevant</li> <li>5. to use appropriate grammar and spelling</li> <li>6. to follow UOW referencing guidelines and acknowledge where appropriate</li> <li>7. to present ideas in oral form</li> <li>8. to reflect on learning process</li> </ol>
<b>Length</b>	Part A (Interim report) - 1000 words 10%  Part B (End of performance report) - 1500 words 15%  Part C (Team meeting with the board of directors) - 15%  Part D (Individual reflection) - 600 words 10%
<b>Weighting</b>	50%
<b>Assessment Due</b>	22 Sep 2014 (In Your Assigned Tutorial in Session Week 9) 27 Oct 2014 (In Your Assigned Tutorial in Session Week 13) 07 Nov 2014 (Friday in Study Recess Week 1)
<b>Type of Collaboration</b>	Group Work
<b>Style and format</b>	<p><b>Part A - Company Operations Interim Report (Due in Week 9 in Computer Lab)</b> This report is for management to assess ongoing operations and review performance against strategy and objectives.</p> <p>Company Operations Interim Report format includes:</p> <ul style="list-style-type: none"> <li>• Table of contribution</li> <li>• Tabled results</li> <li>• Analysis of the results for the period under review for each of the KPIs:             <ul style="list-style-type: none"> <li>○ Profit</li> <li>○ Quality</li> <li>○ Productivity</li> <li>○ Reputation and</li> <li>○ Green Rating (not able to make actual results in this category as yet)</li> </ul> </li> <li>• Details to include             <ul style="list-style-type: none"> <li>○ What is your team strategy</li> <li>○ What decisions were made to align with this strategy,</li> <li>○ How the decisions were made and;</li> <li>○ Why that particular decision was made</li> <li>○ Graphical analysis</li> <li>○ Reference to underlying theory</li> <li>○ References (in text and reference list)</li> </ul> </li> </ul> <p>Word-processed Double –spaced 12pt font</p>



	<p>Single-sided</p> <p><b>Part B - Company Operations End of Performance Report (due in Week 13 submitted to tutor upon CEO/Board Meeting)</b>  Ability to present company performance via the production of either:</p> <ul style="list-style-type: none"> <li>• An Annual Report that is a mandated report for external stakeholders and members (e.g. shareholders) and generally includes a variety of reports from key management personnel., a chairman’s report and financial statements (two- year comparative figures including notes to the accounts) or</li> <li>• A CSR report is a voluntary report and generally includes a variety of reports on different aspects of CSR. Students may access reporting guidelines such as the GRI (<a href="https://www.globalreporting.org">https://www.globalreporting.org</a>) to guide the process.</li> </ul> <p>Students are encouraged to be creative and produce a report that is both informative and representative of corporate communication media.</p> <p>In addition, teams must include:</p> <ul style="list-style-type: none"> <li>• Thinking Space/log as an appendix for each team member</li> <li>• Reference to underlying theory</li> <li>• Reference (in text and reference list)</li> </ul> <p><b>Part C - Board of Directors Pitch (Week 13 Computer Lab)</b>  This report is a ‘pitch’ to those charged with the governance of a company (Board of Directors) and teams are required to present an oral presentation/justification of why you should be selected as the senior management team to take the company into 2017 and beyond. All students are to participate in the verbal justification and will have an opportunity to defend their position via questions from the Board. This is a <b>future-oriented</b> account and the Board are interested in new opportunities and risk management of these opportunities.</p> <p>Teams can be creative in how they present their pitch; however each student has a maximum of two (2) minutes to present. If students use PowerPoint they are limited to one (1) slide/team member</p> <p><b>Part D - Individual Reflection (online submission via Moodle)</b>  The purpose of asking you to respond briefly is for you to reflect on your contribution and challenges experienced during the session.</p> <p>You are required write 600 words summarising these in regards to the following:</p> <ol style="list-style-type: none"> <li>1. Key areas learnt throughout the session</li> <li>2. How you will apply these areas in your future working life</li> <li>3. A belief statement about how you feel the UN Global Compact Principles should effect business and</li> <li>4. Your thoughts on whether this subject helped shape these opinions</li> </ol> <p>The individual reflection can be written in the first person.</p>
<b>Assessment submission</b>	<p><b>Part A</b> - Week 9 Company Interim Report Commerce Central.</p> <p><b>Part B</b> - Week 13 Final Report to tutor at start of team meeting with board of directors during tutorial</p> <p><b>Part C</b> - Week 13 Team meeting with the board of directors/representative during tutorial</p> <p><b>Part D</b> - Study recess Online Individual Reflection by Friday 5pm.</p>
<b>Assessment return</b>	<p><b>Part A</b> - For Company Interim Reports submitted on or before the date will be returned one week following submission in the computer lab.</p>

**Detailed information**

Organisations whether large or small, public or private, profit or not-for-profit need information for decision-making for a range of stakeholders with diverse needs. This assessment task requires teams to prepare reports prepared primarily for internal management (Part A), external stakeholders (Part B) and those charged with governance (Part C). These reports all use past information and experience to present accounts for different users and decisions, therefore the format and focus of these accounts differs in content and presentation and requires interdisciplinary input. In addition, individual team members can reflect on their learning experience (Part D).

In the current churning global marketplace, understanding the relationships and interdependencies between business, the environment and society has become essential (BizEd 2009).

In COMM331 students will form cross disciplinary teams and run a simulated business for a period of several weeks. The simulation will be available on line so that students can log on from any location to play the game. Teams of students will compete across a performance matrix which includes profit, environmental impact, sustainability, social innovation, quality of service and ethical performance. Student teams will be cross disciplinary, reflecting the undergraduate majors in the faculty. Individual team members will be responsible for different aspects of business performance such as operations, quality, marketing, HR, finance, accounts etc. Students will be required to make cross disciplinary interactive decisions based on sound ethical, socially responsible and sustainable practice.

The simulation (IDLE: Interactive Dynamic Learning Environment) models a systems view of an entire manufacturing company. Each week students will be given a certain scenario, and depending on the teams strategy, will enter decisions with the aim of maximising the key performance indicators of profit, production, quality, reputation and green rating. Each decision affects all interdependencies and relationships within the company and beyond.

Overall the focus of COMM331 is to create the next generation of leaders that will be highly engaged and knowledgeable about their role as important influencers and that students will know they have to continue to develop their understanding of the impact business is having on the environment and the people around them (Padro 2009).

BizEd. 2009. "Tomorrow's Leaders", *AACSB International*, September/October, pp. 28-34.

Padro, F. 2009. "The Applicability of Deming's System of Profound Knowledge to Universities", *Journal for Quality and Participation*, April. Volume: 32 Issue: 1 pp.10-14

Global Reporting Initiative. 2014. <<https://www.globalreporting.org>>

## Performance Level

Students are expected to complete all assessment tasks for this subject. In addition, you must achieve a total mark of 50% or over and obtain a minimum of 50% in the following individual assessment: Assessment 4.

Failure to complete all assessment tasks will normally result in failure of the entire subject, other marks notwithstanding.

Students should note that each credit point normally requires about 2 hours of study per week. Thus, a 6 credit point subject requires that students commit about 12 hours study a week, including attendance at lectures and tutorials.

Where a student gains a mark of 50 or greater and does not meet a specified level in the assessment task required to pass this subject a Technical Fail grade will be used. Where Technical Fail is given, the following applies:

- a. Failure of the subject;
- b. TF (Technical Fail) without a mark will be granted;
- c. A TF will be presented on the student's Academic Transcript; and
- d. The allocated mark of 49 will be used as the WAM calculation for subjects at all levels.

In line with University grading regulations, the grades of performance in this subject are as follows:

### Grades of performance for 100, 200, 300 and 400 level subjects

The approved grades of performance and associated ranges of marks for 100, 200, 300 and 400 level subjects are as follows:

#### Satisfactory completion:

High Distinction.....	85% to 100%
Distinction.....	75% to 84%
Credit .....	65% to 74%
Pass .....	50% to 64%
Pass Supplementary.....	50%

Supplementary assessment may be offered to students whose performance in this subject is close to that required to pass the subject, normally this would be 48%-49%. The precise form of supplementary assessment will be determined at the time the offer of a supplementary assessment is made.

Supplementary exams will be held during the supplementary exam periods. Details are available in the Exams Dates section of *Current Students > Exams and Results* (<http://www.uow.edu.au/student/exams/dates/index.html>).

#### Unsatisfactory completion:

Fail .....	0% to 49%
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## Types of Assessment and Collaboration

Collaboration between students during the preparation of subject assessment tasks or case studies is only permitted dependent upon the category of assessment task declared by the subject coordinator and as printed in the Subject Outline.

*Type 1 - Take Home Exams:* No collaboration of any kind is permitted between students or anyone else during formation and preparation of the contents of the student submission.

*Type 2 - Group Work:* Collaboration is permitted between students in the same group but not with students in other groups.

*Type 3 - Individual Assessment:* Collaboration is permitted between students only in the form of general discussion pertaining to relevant concepts or potential issues to be dealt with in completing the assessment. However, collaboration must not proceed to the point where it contributes directly to the final submission produced by the student. Joint planning of the actual contents of a student's submission is not permitted. Where the assessment requires formulation of a set of recommendations, a problem solution, or a specific course of action, collaboration is not permitted during their formulation. Needless to say, collaboration is not permitted during the actual preparation and writing of the student submission.

*Type 4 - Open Assessment:* Collaboration with other students is permitted, subject to the normal rules governing plagiarism. That is, direct use of ideas contributed by others must be acknowledged.

## **Submission, Retention and Collection of Written Assessment**

Assessed work must be handed in by the date and time listed under each assessment task. All assessment tasks must represent the enrolled student's own ORIGINAL work and must not have been previously submitted for assessment in any formal course of study.

If a student does not attend a required in-session test/examination, and also fails to produce satisfactory medical or other reasons for this (See Section C: General Advice for Students), a deferred examination will NOT be offered, and the student may be deemed to have failed the subject, other marks notwithstanding.

### **Submitting Assessment Tasks**

Students are required to submit original work which will provide a basis for the certification of competence in this subject. These assessments may include: examinations, tests, take-home examinations, quizzes, assignments, essays, laboratory reports, demonstrations, folio of creative works, performances, tutorial presentation and participation.

A Faculty of Business assignment cover sheet must be attached to each piece of written assessment task. This cover sheet can be obtained from the website:

<http://business.uow.edu.au/businesscentral/UOW155483.html>. Students should ensure they receive a receipt of submission and retain this for proof of submission.

### **Faxing, Posting and Emailing Assessment Work**

Students may not e-mail, post or fax assessment tasks unless specifically requested by or with the prior approval of the subject coordinator.

### **Late Submission of Assessment Tasks**

Assessed work handed in late will be penalised by the deduction of 20 percent of the maximum possible mark for that assessment per working day or part thereof. The operation of this rule will not result in a negative mark being carried forward.

This penalty for late submission may be waived upon presentation of a medical certificate of illness for a relevant period, or upon evidence of untoward or approved circumstances that fall under the Student Academic Consideration Policy (See Section C: General Advice for Students).

### **Collection**

Assessment items will normally be returned to students within three (3) weeks of the due date. Assessment tasks which are relevant to the final examination for the subject will be marked and available for collection prior to the study week before the final examination.

### **Retention**

The Faculty of Business will retain appropriate records in line with the State Records Act 1998 (NSW), other relevant legislation, standards and University of Wollongong policies.

## Scaling

Marks awarded for any assessment task or part of any assessment task, including an examination may be subject to scaling at the end of the session. Marks will be scaled only when unpredicted circumstances occur and in order to ensure fairness of marking across groups of students. The method of scaling will depend on the type of scaling required by the circumstances. When scaling is deemed necessary, it will follow a detailed consideration by the Unit Assessment Committee and/or the Faculty Assessment Committee of the marks of the group of students concerned. Scaling will not affect any individual student's rank order within their cohort. For more information please refer to Assessment Guidelines - Scaling <http://www.uow.edu.au/about/policy/UOW058609.html> for details.

## Plagiarism

Students are responsible for submitting original work for assessment, without plagiarising or cheating, abiding by the University's Academic Integrity and Plagiarism Policy as set out in the University Handbook, the University's online Policy Directory and in Faculty Handbooks and subject guides. Re-using any of your own work (either in part or in full) which you have submitted previously for assessment is not permitted without appropriate acknowledgement. **Plagiarism has led to the expulsion of students from the University.**

Students should visit the following University website and become familiar with the University's policy on Plagiarism <http://www.uow.edu.au/about/policy/UOW058648.html>

### Faculty of Business Plagiarism Prevention Policy

The Faculty of Business has introduced an e-learning module which aims to orientate you with the knowledge and resources to:

- avoid problems related to plagiarism
- develop your capacity to integrate evidence into your arguments
- reference correctly.

The online module is openly available for use by students at **any stage** in their degree. You are **strongly encouraged** to use the module to help in assessing the academic integrity of your written work. The module can be accessed via <http://businessfaculty.uow.edu.au/baio>

## Referencing

### Why do you need to reference?

At University it is necessary to acknowledge the sources of information and ideas that you have incorporated in your assessment tasks. Failure to do this thoroughly may result in accusations of plagiarism: this is the academic equivalent of stealing (because by not acknowledging someone else's work, you are presenting it as your own). Plagiarism is taken very seriously by the University and may result in expulsion from the University.

Referencing is not only about acknowledging other people's work; accurate referencing and lists of references are beneficial when researching a topic as they allow the reader to follow up information and read further in the area. In a sense, references provide readers with clues to help them explore different avenues of a topic. This aspect of referencing will become more valuable to you as you progress in your studies.

There is a correct procedure that must be followed when referencing and using footnotes. Not complying with these set techniques and format will most likely result in loss of marks. When writing an essay it is easiest to reference as you go, making sure you are writing down all relevant information. This will save hours trying to find the source again in the library.

## **The Harvard System of Referencing**

The Faculty of Business uses the Harvard system of referencing. This system makes use of short references within the body of the text. It is supplemented by a detailed list of references at the end of the text, which provides all the information necessary to find the source material. In-text references include the author and year of publication, and where necessary the page number(s).

*It is the responsibility of students to ensure that they are familiar with the Harvard system of referencing and that they use it accurately in all written work submitted.*

Students should consult the following University Library website for a detailed explanation and examples of the Harvard system of referencing <http://www.library.uow.edu.au/resourcesbytopic/UOW026621.html>

A referencing and citing guide is also available via the University Library website: <http://public01.library.uow.edu.au/refcite/style-guides/html/>

## **Citation of Internet Sources**

It is necessary for students to reference all sources used in their written work, including file transfer protocol sites, worldwide web sites, telnet sites, synchronous communications (MOOs, MUDs, IRC, etc.) GOPHER sites, and email, Listserv and Newsgroup citations.

*It is the responsibility of students to ensure that they are familiar with the accepted Faculty of Business practice for referencing electronic material and that they use it accurately in all written work submitted.*

Students should consult the following University Library website for a detailed explanation and examples of how to reference electronic material: <http://public01.library.uow.edu.au/refcite/style-guides/html/>

## Section C: General Advice for Students

For general information on university policies and procedures relevant to students, and for details about the range of Student Services available, please see General Advice for Students, which can be accessed online at <http://business.uow.edu.au/UOW144987.html>. Hard copies of Section C: General Advice for Students can be obtained from Business Central.

### Library Services

Save yourself time and enhance your studies: connect with information specialists and resources anytime, anywhere.

Ask Us: <http://www.library.uow.edu.au/ask/UOW026599.html> or Google - *uow library ask us*

<b>Online – Ask a Librarian</b>	Ask questions and receive a response within 1 business day
<b>In person – Book a Librarian</b>	30-minute appointment with an Librarian
<b>Research Consultation Service</b>	1 hour appointment with an information specialist. Available to UOW academics, HDRs, postgraduates, Honours and Masters students.
<b>By phone</b>	(02) 4221 3184