

MARK3091

New Product and New Service Development

***PROVISIONAL COURSE OUTLINE –SEE COURSE MOODLE FOR UPDATED FINAL
VERSION***

Semester 1, 2017

Part A: Course-Specific Information

Part B: Key Policies, Student Responsibilities and Support

Table of Contents

PART A: COURSE-SPECIFIC INFORMATION	1
1. STAFF CONTACT DETAILS	1
2. COURSE DETAILS	1
2.1 Teaching Times and Location	1
2.2 Units of Credit	1
2.3 Summary of Course	1
2.4 Course Aims and Relationship to Other Courses	1
2.5 Student Learning Outcomes	1
3. LEARNING AND TEACHING ACTIVITIES	4
4. ASSESSMENT	
4.1 Formal Requirements	4
4.2 Assessment Details	4
4.3 Assignment Format	5
4.4 Assignment Submission Procedure	6
4.5 Late Submission	6
5. COURSE RESOURCES	6
6. COURSE EVALUATION AND DEVELOPMENT	7
7. COURSE SCHEDULE	7
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT	9
8. PROGRAM LEARNING GOALS AND OUTCOMES	9
9. ACADEMIC HONESTY AND PLAGIARISM	10
10. STUDENT RESPONSIBILITIES AND CONDUCT	11
10.1 Workload	11
10.2 Attendance	11
10.3 General Conduct and Behaviour	11
10.4 Occupational Health and Safety	11
10.5 Keeping Informed	11
11. SPECIAL CONSIDERATION	12
12. STUDENT RESOURCES AND SUPPORT	13

PART A: COURSE-SPECIFIC INFORMATION

1. Staff Contact Details

Lecturer-in-charge: Dr Rita Di Mascio

✉ Room 3019, East Wing Quadrangle Building

☎ 9385.3383



r.dimascio@unsw.edu.au

My consultation hours are Friday 1-2pm. If you need to see me outside this time, I'm generally flexible with meeting times; just email/call me to make an appointment.

2. Course Details

2.1 Teaching Times and Locations

Lectures start in Week 1 and run to Week 12. Tutorials start in Week 2 (to Week 12). A list of tutors will be on the Moodle Course Website.

The most current information regarding class time and location can be found on the following website <http://timetable.unsw.edu.au/2017/MARK3091.html>

2.2 Units of Credit

MARK3091 is a 6 credit-point subject. There is no parallel teaching in this course

2.3 Summary of the Course

The development and implementation of new products and services is a core business function for many organisations. The purpose of this course is to develop a solid understanding of product and service development from a strategic managerial and marketing perspective.

This course builds on knowledge of basic marketing concepts and complements this knowledge by developing a deeper understanding of strategic managerial and marketing aspects of product/service innovation. It involves not only an application and extension of basic marketing concepts within the context of strategic product/service innovation management, but also the further development of consumer market analysis skills in technical areas of product/service innovation research.

2.4 Course Aims and Relationship to other Courses

The course aims to:

1. develop knowledge about: the strategic basis for new product/service development including sources and types of innovation, and market entry timing; marketing research techniques for product/service development; and management and implementation of new product/service strategy.
2. develop skills to analyse and synthesise product/service development cases/situations, from several perspectives.
3. enhance business communication skills required to work effectively within a marketing team.

2.5 Student Learning Outcomes

By the end of the course, you should be able to:

1. analyse how innovation occurs in an industry and why some innovations rise to dominate others.

2. evaluate marketing innovation projects
3. devise organisational structure and processes for the development, deployment and protection of product/service innovations.
4. formulate and assess strategic, operational and tactical product/service innovation decisions.
5. plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

Business School Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective professional communicators.

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

For more information on the Undergraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline. The following table shows how the Course

Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be practised in tutorial and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business School undergraduate students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	<ol style="list-style-type: none"> 1. analyse how innovation occurs in an industry and why some innovations rise to dominate others. 2. evaluate marketing innovation projects 3. devise organisational structure and processes for the development, deployment and protection of product/service innovation. 4. formulate and assess strategic, operational and tactical product/service innovation decisions 	<ul style="list-style-type: none"> • Tutorial exercises • Research report • Major project • Exam
2	Critical thinking and problem solving	<ol style="list-style-type: none"> 1. analyse how innovation occurs in an industry and why some innovations rise to dominate others. 2. evaluate marketing innovation projects 3. devise organisational structure and processes for the development, deployment and protection of product/service innovation. 4. formulate and assess strategic, operational and tactical product/service innovation decisions. 5. plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format 	<ul style="list-style-type: none"> • Tutorial exercises • Research report • Major project • Exam
3a	Written communication	5. plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format	<ul style="list-style-type: none"> • Tutorial exercises • Research report • Exam
3b	Oral communication	5. plan and conduct an investigation on an aspect of new product/service development, and present findings in an appropriate format	<ul style="list-style-type: none"> • Part of tutorial exercise but not separately assessed.
4	Teamwork	Not specifically addressed in this course.	<ul style="list-style-type: none"> • Not specifically assessed
5a.	Ethical, environmental and sustainability responsibility	Not specifically addressed in this course.	<ul style="list-style-type: none"> • Not specifically assessed.
5b.	Social and cultural awareness	Not specifically addressed in this course.	<ul style="list-style-type: none"> • Not specifically assessed

3. Learning and Teaching Activities

This course adopts an active, adult-learning approach that values interactive learning and teaching. The foundations of this approach are tailored readings for each topic, combined with students' experiences. Importantly it will draw upon the experience of both students and lecturer/tutor, via classroom discussion, to provide relevance via real world examples of concepts and models.

The *lectures* will primarily summarise and synthesise the key points in the chapters and readings and to explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models.

The *tutorial exercises* will illustrate material covered in lectures, and will provide you with an opportunity to apply the concepts in the readings to practical examples. Besides knowledge of the discipline, effective marketers must also have skills related to analysis, decision-making and communication, so the tutorial will provide opportunities to analyse cases, make new product/development decisions in a hypothetical business environment, and engage in class discussions. It is your responsibility to study the reading assignments prior to class so that you may contribute, participate intelligently and thus gain maximum value from the course.

4. Assessment

4.1 Formal Requirements

In order to pass this course, you must:

* achieve a composite mark of at least 50%.

* gain at least half (i.e. 25 marks) of the 50 marks allocated to the final examination. If you gain less than half of the marks for the final exam, you will receive a UF grade.

4.2 Assessment Details

Assessment task	Weight	Length	Due date
Tutorial exercises	10%	1-2 pages each case	Before each tutorial
Research report	10%	1000 words	April 28
Major project	20%	3000 words	May 26
Examinations			
Online trial quiz	0%(formative	~30 minutes	Open between March 20-
In-class progress)	45 minutes	24
quiz	10%	3 hours (closed	March 31
Final examination	50%	book)	University exam period

Tutorial exercises (10%)

Tutorial exercises provide an opportunity to explore the course material in greater depth than lectures allow, and to apply this material to business situations. Tutorials start in Week 2.

Before each tutorial, students will be expected to have read the assigned case/materials and questions, and submit a 1-2 page answer before the tutorial, on

Moodle. Late submission of this tutorial preparation work will not be accepted, as the primary purpose of this work is to enable you to participate in the tutorial.

Each case/situation analysis will require you to apply concepts discussed in previous lectures to a practical situation. During the tutorial, students may be called upon to answer questions, lead discussion and/or debate case-related issues. Assessment of the written work will be based on relevance of concepts chosen to address the question, and response coherence. All submissions will contribute to the mark for this assessment. More details about the tutorial exercises and marking rubric will be on Moodle at the end of Week 1 (March 5)

Research report (10%)

The aim of this assessment is to plan and conduct a research project involving product/service innovation, and formulate recommendations to improve the product/service innovation process. The findings will be presented as a written report of 1000 words, due on April 28. Additional details of the topic, report format, and assessment rubric, will be provided on Moodle by the end of Week 1 (March 5).

Major project (20%)

This project will give you an opportunity to integrate the concepts covered in the lecture and apply them to the analysis and assessment of a market opportunity. You will need to formulate strategic, operational and tactical product/service innovation decisions (such as market entry timing) and assess the impact of these decisions on business performance, in a 3000-word report, due on May 26. More details about this assessment, such as format and assessment rubric, will be posted on Moodle by the end of Week 1 (March 5).

Examinations (60%)

The quizzes and final examination are designed to provide an individual assessment of the depth of your knowledge of new product/service development.

An online trial quiz will be held during Week 4 (opening on 9:00am March 20 and closing 11:59pm March 24) to check knowledge of new product/service development. The quiz will comprise multiple choice questions. While the mark obtained in this quiz will not contribute to your total mark for this subject, it can provide you with feedback on your understanding of concepts in the course so far. More details, such as sample questions, will be posted on Moodle by end of Week 2 (March 12).

The *progress quiz* (worth 10%) will be held in the Week 5 lecture (March 31) to check knowledge of product/service innovation theory. The quiz will comprise short answer question(s). The quiz will be assessed on how well you use your knowledge and information provided and present a logical, well-structured answer. More details, such as sample questions, will be posted on Moodle by end of Week 3 (March 19).

The *final exam* (worth 50%) will be a three-hour exam held in the formal exam period. It will cover the lecture materials, course readings, tutorial cases/discussion questions and the major project. The examination will be assessed on how well you use your knowledge and information provided and present a logical well-structured answer. More

details, such as format, topics covered, and sample questions will be posted on Moodle by the Week 12 lecture (May 26).

Be aware that your final examination may fall at any time during the semester examination period. The scheduling of examinations is controlled by the University administration. No early examinations are possible. The examination period for Semester 1 2017 falls between 9th and 26th June (provisional dates subject to change). When the provisional examination timetable is released in April 2017, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. The University's key dates relating to the formal examinations, and other key dates, is located : <https://student.unsw.edu.au/dates>.

4.3 Assignment Format

All written work should be typed in Times Roman 11 point-font, be single spaced, and should contain appropriate headings and referencing throughout.

4.4 Assignment Submission Procedure

Unless otherwise indicated in the assessment description, assessments are to be submitted on Moodle by the due date and time. Please keep a copy of all work submitted and all work returned. An assignment cover sheet is required to be attached to any work submitted. The coversheet is located at <https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf>

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.

4.5 Late Submission

Unless otherwise stated in the assessment description, late submission of assessments will incur a daily (including weekends) penalty of 10% of the total mark for the assessment item. Note that assignments submitted 10 days late will earn zero marks. An assignment is considered late if it has not been submitted on time.

5. Course Resources

Prescribed text and cases

* Paul Trott. *Innovation Management and New Product Development*. Pearson. 2017.

This text is available in the university bookshop. A copy is available in the university library.

Journal article readings

A list of articles for each week's topic are shown on Moodle. They can be downloaded from the UNSW library e-journal system.

Moodle

Assignment instructions, course announcements and some additional material will be posted on Moodle <https://moodle.telt.unsw.edu.au/login/index.php> throughout the semester. Please check Moodle regularly, and at least twice a week.

Additional content resources

Many journals contain articles about product/service innovation management, which can be useful in preparing the application exercises and the research report. Examples that can be found in the library include: *Journal of Product Innovation Management*; *Creativity and Innovation Management*; *European Journal of Marketing*; *Harvard Business Review*; *International Journal of Research in Marketing*; *Journal of Business Research*; *Journal of Marketing*; *Journal of Marketing Research*; *Journal of Strategic Marketing*; *Journal of the Academy of Marketing Science*; *Strategic Management Journal*.

Many newspapers and trade magazines also contain innovation-related articles. Examples that can be found in the library include: Australian Financial Review * B&T Magazine * Business Review Weekly * Marketing Management * The Australian * Wall Street Journal

Additional student resources and support:

* Library information/subject guides etc are available at <http://subjectguides.library.unsw.edu.au/subjectguides>

6. Course evaluation and development

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience online survey process is one of the ways in which student evaluative feedback is gathered.

7. Course Schedule

Week - beginning-	Topic	Tutorial ^b
1 February 27	Overview of course. Introduction Trott ^a Chapter 1 Readings ^b	No tutorial
2 March 6	Product and brand strategy, new product development models Trott Chapters 13 and 14 Readings ^b	'Meet and greet' Case analysis
3 March 13	Market adoption and technology diffusion Trott Chapter 3 Readings ^b	Case analysis
4 March 20	Managing innovation within the firm Trott Chapters 4 and 9 Readings ^b	Case analysis
5 March 27	Introduction to major project <i>Progress quiz</i>	Case analysis

6 April 3	The new product development process Trott Chapters 10 and 17 (pp.586-602) Readings ^b	Case analysis
7 April 10 ^c	Managing internal and external collaboration Trott Chapters 8 and 17(pages 603-608) Readings ^b	Case analysis
	<i>Mid-semester break</i>	
8 April 24	Management of service innovations Trott Chapters 5 and 15 Readings ^b	Case analysis
9 May 1	Market research for product/service innovation Trott Chapter 16 Readings ^b	Case analysis
10 May 8	Protecting intellectual property Trott Chapter 6 Readings ^b	Case analysis
11 May 15	Major project	Case analysis
12 May 22	Review Exam details	Case analysis

Notes: ^a Trott refers to the textbook

^b Details of case studies and additional readings will be made available on Moodle, the week prior to the scheduled class

^c April 14 is Good Friday public holiday. The lecture and tutorial for this week will be conducted online. More details of this week's activities will be on Moodle by the end of Week 4 (March 26).

PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8. PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

Business Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective professional communicators.

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You will be able to:

- | |
|---|
| <ol style="list-style-type: none">a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, andb. Identify social and cultural implications of business situations. |
|---|

9. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: <https://student.unsw.edu.au/plagiarism> as well as the guidelines in the online ELISE tutorials for all new UNSW students: <http://subjectguides.library.unsw.edu.au/elise>

To see if you understand plagiarism, do this short quiz:
<https://student.unsw.edu.au/plagiarism-quiz>

For information on how to acknowledge your sources and reference correctly, see: <https://student.unsw.edu.au/harvard-referencing>

For the *Business School Harvard Referencing Guide*, see the [Business Referencing and Plagiarism](#) webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10. STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students 'Managing your Program' webpages: <https://student.unsw.edu.au/program>.

10.1 Workload

It is expected that you will spend at least **nine to ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your **Moodle course websites** in the **first week of semester**. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: <https://student.unsw.edu.au/uoc>

10.2 Attendance

Your regular and punctual attendance at lectures and seminars or in online learning activities is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: <https://student.unsw.edu.au/attendance>

10.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: <https://student.unsw.edu.au/conduct>

10.4 Occupational Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see <http://safety.unsw.edu.au/>.

10.5 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11. SPECIAL CONSIDERATION

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General Information on Special Consideration for undergraduate and postgraduate courses:

1. All applications for special consideration must be **lodged online through myUNSW within 3 working days of the assessment** (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: <https://student.unsw.edu.au/special-consideration>
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will **not** be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of final exam special considerations), **not** by tutors.

5. Applying for special consideration **does not** automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests **do not allow** lecturers-in-charge to award students additional marks.

Business School Protocol on requests for Special Consideration for Final Exams:

The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require attaining at least 45% in each assignment and meeting the obligation to have attended 80% of tutorials.
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special Consideration and the Final Exam in undergraduate and postgraduate courses:

Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 1, 2017 are:

Tuesday 11 July 2017 Exams for the School of Accounting, Marketing

Wednesday 12 July 2017 Exams for the School of Banking and Finance, Management,

Risk and Actuarial Studies

Thursday 13 July 2017 Exams for the School of Economics, Taxation and Business

Law, Information Systems

If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**

2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student's original exam (if completed) will be ignored and

only the mark achieved in the supplementary examination will count towards the final grade. Absence from a supplementary exam without prior notification does not entitle the student to have the original exam paper marked, and may result in a zero mark for the final exam.

The Supplementary Exam Protocol for Business School students is available at:
<http://www.business.unsw.edu.au/suppexamprotocol>

Special Consideration and assessments other than the Final Exam in undergraduate and postgraduate courses:

For special consideration in major assessments other than the final exam, please follow the same procedure as for the final exam. A major assessment is worth 20% or more of the total course mark.

For assessment tasks worth less than 20% of the course total, please alert the lecturer-in-charge as early as possible about your situation, so that he/she can decide how to grant extensions and special considerations.

12. STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
<https://www.business.unsw.edu.au/students/resources/learning-support>
The EDU offers academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 7577 or 9385 4508; Email: edu@unsw.edu.au.
- **Business Student Centre**
<https://www.business.unsw.edu.au/students/resources/student-centre>
Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.
- **Moodle eLearning Support**
For online help using Moodle, go to: <https://student.unsw.edu.au/moodle-support>. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.
- **UNSW Learning Centre**
www.lc.unsw.edu.au
Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.
- **Library services and facilities for students**
<https://www.library.unsw.edu.au/study/services-for-students>
- **IT Service Centre:**
<https://www.it.unsw.edu.au/students/index.html>
Provides technical support to troubleshoot problems with logging into websites, downloading documents, etc. Office: UNSW Library Annexe (Ground floor). Phone: 9385 1333.
- **UNSW Counselling and Psychological Services**

<https://student.unsw.edu.au/wellbeing>

Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Disability Support Services**

<https://student.unsw.edu.au/disability>

Provides assistance to students who are trying to manage the demands of university as well as a health condition, learning disability or have personal circumstances that are having an impact on their studies. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: disabilities@unsw.edu.au