MGMT300
Innovation and Electronic Commerce

SUBJECT OUTLINE
Wollongong Campus
Spring 2006

6 Credit Points

MONDAY, 15:30-17:30
Building 35 Room G20

SUBJECT COORDINATOR : Associate Professor Sam Garrett-Jones
TELEPHONE : 4221 4359
EMAIL : sgarrett@uow.edu.au
OFFICE : 40.G12a
CONSULTATION TIMES : Tuesday 11:30-12:30; 13:30-16:30
‘One of the defining symbols of the early 21st Century environment for innovation is the Internet’

*(Tidd et al., 2001:27)*

**Subject Description**

Electronic commerce and the information technology and communications systems it employs can be seen as ‘transforming technology’ that is changing the way that all firms do business. The subject aims to show the relationship between the management of innovation and the wide-reaching influence of the internet on organisational structures and business strategies. Theoretical and professional issues associated with the management of product and process innovation are addressed. Emphasis will be placed on the strategic implications of innovation as a source of competitive advantage for both firms and industries.

**Subject Objectives**

On successful completion of this subject, the student should be able to:

1. Explain issues concerning management of innovation
2. Explain management practices and organisational experiences relevant to the integration of technological innovation and e-commerce.
3. Explain the issues associated with innovation in a range of industries and firms; and
4. Examine the ways that organisations manage innovation and e-commerce within an international business context and evaluate their importance.

**Tertiary Literacies**

In the achievement of these learning objectives, the following tertiary literacies are regarded as central to the subject:

1. A commitment to continued and independent learning, intellectual development, critical analysis and creativity.
2. Coherent and extensive knowledge in a discipline.
3. Self-confidence combined with oral and written communication skills of a high level.
4. A capacity for, and understanding of, teamwork.
5. An ability to logically analyse issues, evaluate different options and viewpoints and implement decisions.
6. Information literacy and specific skills in acquiring, organising and presenting information.

**Required Text**


You are expected to purchase this textbook. Copies are also available in the **UOW Library Reserve Collection: 658.514/45**. The 2nd Edition (2001) is an acceptable substitute but be aware that the 3rd edition contains new material.

Other resources for **MGMT300** may be found in the **Commerce Study Centre 40.G13**.
Additional Reading


   This text is the best introduction to electronic commerce in Australia. Those students who have not completed MGMT200 should consider purchasing it.


**Video Resources**


2. (1993) *IBM’s Big Blues*, Business TV, UK. 338.761/4


**Online Resources**

You should find the following websites useful. Each of these will point you to many more on-line resources:


publications on household and business use of ITC and the Internet. Search for ‘Business Use of Information Technology’ and ‘Innovation, Science and Technology’.

http://centrim.bus.brighton.ac.uk/open/we/do/proj/esrcitm/toolbox.html - Training materials on the management of innovation funded by the UK Economic and Social Research Council. The material is old (1996-97) and some links are broken, but it's still a useful introduction.

This is not an exhaustive list of references. Students should also use the library catalogue and databases to locate additional resources.
### Lecture Program

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics Covered</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17/07/06</td>
<td><strong>Introduction 1:</strong> Innovation and electronic commerce – why are they linked?</td>
<td>Tidd et al. Chapter 1 – Key Issues in Innovation Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Definitions and relationships.</td>
<td>Nerds 2.0.1 – Part 1</td>
</tr>
<tr>
<td>2</td>
<td>24/07/06</td>
<td><strong>Introduction 2:</strong> The management of innovation.</td>
<td>Tidd et al. Chapter 2 – Innovation as a Management Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Quiz on Week 1 &amp; 2 readings (multiple choice)</strong></td>
<td>Nerds 2.0.1 – Part 2</td>
</tr>
<tr>
<td>3</td>
<td>31/07/06</td>
<td><strong>Strategy 1:</strong> Strategies for innovation in the competitive environment of industries and nations</td>
<td>Tidd et al., Chapter 3 – Developing the Framework for Innovation Strategy</td>
</tr>
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<td>Chapter 4 – Positions: the National and Competitive Environment</td>
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<td></td>
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<td></td>
<td>Niosi et al. (1993) National Systems of Innovation <em>(E-reading)</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nerds 2.0.1 – Part 3</td>
</tr>
<tr>
<td>4</td>
<td>07/08/06</td>
<td><strong>Linkages 1:</strong> Electronic commerce as a form of innovation; the networked organisation</td>
<td>Castells (2001) E-business and the new economy. <em>(E-reading)</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nerds 2.0.1 – Part 3</td>
</tr>
<tr>
<td>5</td>
<td>14/08/06</td>
<td><strong>Strategy 2:</strong> Technology trajectories and innovation in different industries; small and large firms</td>
<td>Tidd et al. Chapter 5 - Paths: Exploiting Technological Trajectories</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>IBM’s Big Blues</td>
</tr>
<tr>
<td>6</td>
<td>21/08/06</td>
<td><strong>Strategy 3:</strong> Leadership and learning in innovation; Electronic commerce, strategy and the internet: innovation through organisation, strategy and business models</td>
<td>Tidd et al. Chapter 6 – Processes: Integration for Strategic Learning</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Porter (2001) Strategy and the Internet <em>(E-reading)</em></td>
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<td></td>
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<td></td>
<td>Holstein (2004) Leader of the pack <em>(E-reading)</em></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Entrepreneurship with Fred Smith</td>
</tr>
<tr>
<td>Wk</td>
<td>Date</td>
<td>Topics Covered</td>
<td>Readings</td>
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<td>----------------------------------------------------------------------------------------------------</td>
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<tr>
<td>7</td>
<td>28/08/06</td>
<td>Reading Week - no lecture</td>
<td>Review readings for Weeks 1-6</td>
</tr>
<tr>
<td>8</td>
<td>04/09/06</td>
<td>Linkages 2: Learning from markets and customers</td>
<td>Tidd et al, Chapter 7 – Learning from Markets</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nerds 2.0.1 – Part 5</td>
</tr>
<tr>
<td>9</td>
<td>11/09/06</td>
<td>Linkages 3: Innovation – external alliances and collaboration; linkages with users in complex product development</td>
<td>Tidd et al. Chapter 8 – Learning through Alliances</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dell, M. (1998). Using the Internet to build relationships and simplify business</td>
</tr>
<tr>
<td>10</td>
<td>18/09/06</td>
<td>Implementation 1: Innovation – internal processes and organisation</td>
<td>Tidd et al. Chapter 9 – Managing the Internal Processes</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Chapter 11 – Building the Innovative Organization</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Nerds 2.0.1 – Part 6</td>
</tr>
<tr>
<td>25/09/06</td>
<td>Mid-Session recess – no lecture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>02/10/06</td>
<td>Labour Day Public Holiday - no lecture</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>09/10/06</td>
<td>Implementation 2: Organisation 2; New ventures and high tech start-up firms; dot.coms</td>
<td>Tidd et al. Chapter 10 – Learning through Corporate Ventures</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chapter 12 – Building Small Innovative Firms</td>
</tr>
<tr>
<td>13</td>
<td>16/10/06</td>
<td>Review</td>
<td>Tidd et al. Chapter 13 – An Integrative Approach to Innovation Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Review all weekly reading</td>
</tr>
<tr>
<td>14</td>
<td>23/10/06</td>
<td>Study recess – 1 week</td>
<td></td>
</tr>
</tbody>
</table>

This schedule may be subject to change.

**Tutorials**

<table>
<thead>
<tr>
<th>Day</th>
<th>Start</th>
<th>Finish</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>17:30</td>
<td>18:30</td>
<td>19.G005</td>
</tr>
<tr>
<td>Tuesday</td>
<td>09:30</td>
<td>10:30</td>
<td>22.G22</td>
</tr>
<tr>
<td>Tuesday</td>
<td>10:30</td>
<td>11:30</td>
<td>22.G22</td>
</tr>
</tbody>
</table>
### Tutorial Schedule

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Tutorial questions and activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17/07/06</td>
<td><strong>No formal tutorials.</strong> Subject coordinator and tutor(s) will be available for consultation</td>
</tr>
</tbody>
</table>
| 2  | 24/07/06 | • Q&A on subject requirements  
• What are industry sectors?  
• Case study 1: How important is innovation and R&D for each sector?  
• Negotiate group formation |
| 3  | 31/07/06 | • Case study 2: Electronic Arts  
• Finalise group formation and **advise tutor** |
| 4  | 07/08/06 | • Measuring innovation - How can we measure a firm’s innovation capabilities?  
• Case study 3: E-business statistics  
• Discussion of Essay case study selection and structure. |
| 5  | 14/08/06 | • **Group presentations** on research presentation proposal.  
• **Assessment 1 Due: Annotated Outline of Group Research Presentation** |
| 6  | 21/08/06 | • Case study 4: Business innovation in large and small Australian firms  
• Assessment 1 returned  
• Group Research Presentations – decide schedule  
• **Assessment 2 Due: Individual Essay** |
| 7  | 28/08/06 | **Reading Week - no tutorial** |
| 8  | 04/09/06 | • Case study 5: If smart cards are so smart, why use cash?  
• Q&A on Group Presentations  
• Assessment 2 returned |
| 9  | 11/09/06 | • Group Presentations Week 9  
• **Assessment 3 Due: Group Research Presentations** |
<p>| 10 | 25/09/06 | <strong>Mid-Session recess – no tutorial</strong> |
| 11 | 02/10/06 | <strong>Labour Day Public Holiday, no tutorial</strong> |</p>
<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Tutorial questions and activities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>02/10/06</td>
<td>• Group Presentations Week 11</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Assessment 3 Due: Group Research Presentations</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>09/10/06</td>
<td>• Group Presentations Week 12</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Assessment 3 Due: Group Research Presentations</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>16/10/06</td>
<td>No formal tutorial</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subject coordinator and tutor(s) will be available for consultation</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>23/10/06</td>
<td>Study recess – 1 week</td>
<td></td>
</tr>
</tbody>
</table>

| Wk | Date      | Final Examinations 28/10-10/11/06                                     |       |

This schedule may be subject to change.

<table>
<thead>
<tr>
<th>Tutors</th>
<th>Consultation times</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBA</td>
<td>TBA</td>
<td>TBA</td>
</tr>
</tbody>
</table>
## SECTION B: Assessment

<table>
<thead>
<tr>
<th>Assessment 1</th>
<th>Group Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Annotated outline of Group Research Presentation</td>
</tr>
<tr>
<td><strong>Marking criteria</strong></td>
<td>You will be marked on the comprehensiveness and adequacy of your research plan (100%)</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>500 words max (written assessment); 3 minutes max (oral assessment)</td>
</tr>
<tr>
<td><strong>Weighting</strong></td>
<td>5%</td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Week 5 – 14 Aug 2006</td>
</tr>
<tr>
<td><strong>Category of assignment</strong></td>
<td>This is a Category 2 Group Assignment (see definitions below).</td>
</tr>
<tr>
<td><strong>Where assignment is to be submitted and returned</strong></td>
<td>Tutorial, Week 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment 2</th>
<th>Individual Essay</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Assess the innovation strategy of a selected firm</td>
</tr>
<tr>
<td><strong>Marking criteria</strong></td>
<td>Normal essay assessment criteria apply. Marks will be awarded for:</td>
</tr>
<tr>
<td></td>
<td>• Research Effort and Use of Source Material (30%)</td>
</tr>
<tr>
<td></td>
<td>• Structure and Development of Answer (Analysis) (30%)</td>
</tr>
<tr>
<td></td>
<td>• Academic Writing Style (20%)</td>
</tr>
<tr>
<td></td>
<td>• Quality of Presentation (20%)</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>2000–3000 words</td>
</tr>
<tr>
<td><strong>Weighting</strong></td>
<td>30%</td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Week 6 – 21 Aug 2006</td>
</tr>
<tr>
<td><strong>Category of assignment</strong></td>
<td>This is a Category 3 Individual Assignment (see definitions below). However, collaboration with other members of your group only is permitted, subject to the normal rules governing plagiarism</td>
</tr>
<tr>
<td><strong>Where assignment is to be submitted and returned</strong></td>
<td>Tutorial Class Week 6. Assignments without the correct cover sheet will not be accepted.</td>
</tr>
<tr>
<td></td>
<td>Tutorial Class.</td>
</tr>
<tr>
<td>Assessment 3</td>
<td>Group Research Presentation</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Title</td>
<td>A review of innovation trends in a selected industry sector</td>
</tr>
</tbody>
</table>
| Marking criteria | • All members of the group **must attend the presentation** or marks will not be awarded.  
• You must submit your speaking notes or PowerPoint slides for marking. Marks will be allocated as follows:  
  • Content (coverage, analysis, relevance) (50%)  
  • Quality of presentation (clarity, visual aids, time management, engagement) (50%) |
| Length      | 15 minutes |
| Weighting   | 25% |
| Due date    | Week 9, 11 and 12 |
| Category of assignment | This is a Category 2 Group Assignment (see definitions below). |
| Where assignment is to be submitted and returned | Tutorial Class, Week 9, 11 or 12.  
Assignments **without the correct cover sheet will not be accepted.**  
Collect from tutor Week 13. |

### Examinations

<table>
<thead>
<tr>
<th>Final Examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting</td>
</tr>
<tr>
<td>Date</td>
</tr>
<tr>
<td>Time allowed</td>
</tr>
</tbody>
</table>
| Structure of paper | Three (3) essay answers drawn from six (6) questions. The examination questions will be based upon weekly revision questions that will be given in each lecture.  
Note that these questions will **not** be released via Vista until Week 10. |

**NOTE:** The examination format cannot be changed from that stated above without the written consent of all students enrolled in this subject.
APPENDIX

Assessment 1 - Annotated outline of Group Research Presentation

Each group is required to briefly explain to the class the scope of their Group Research Presentation (Assessment 3) and why their firms/industry are of interest. You are also to submit an annotated written outline of the proposed content of your Group Research Presentation.

Show:
- The names of each member of your group (name, student no.)
- section headings (with at least one sentence describing the content),
- your strategy for data collection and analysis,
- the name and brief description of the case-study firms selected and
- a clear statement of each authors’ responsibilities for writing each part of the final presentation.

No slides or PowerPoint are required.

Assessment 2- Individual Essay

Task:
The objective is to analyse the innovation activities of a firm or organization of your choice and to show how its gains a competitive edge through innovation.

Select a firm or organization from the industry sector(s) being covered by your group for Assessment 3 (see below).

Consider and characterize the firm’s activities in terms of the types of innovation carried out including whether:
- Product or service/process innovation, position, paradigm;
- Incremental or radical/discontinuous innovation;
- System level or component level;
- Aimed at new or existing markets;
- Aimed at competing on quality or cost;
- If technological innovation, market innovation or organizational change is involved;
- Supplier dominated, scale intensive, science based, information intensive, specialised suppliers
- How e-commerce contributes to innovation;
- Capabilities and resources required (e.g. R&D, outsourcing);
- Linkages used (other firms, suppliers, customers, research partners etc); and
- How the firm searches, selects and implements innovation and learns from its experience.

Conclude with (1) a categorisation of the firm’s strategy in relation to its competitors (e.g. leader, follower) and (2) a brief assessment of how effective you think the firm’s innovation strategy is.

Further guidance on the appropriate format and content of the case study and assessment criteria will be provided during the session.
Instructions:

- You must write and submit your case study individually, but you are encouraged to consult with your group about the content and format of the essay in order to facilitate subsequent comparisons (see Assessment 3).
- You must use scholarly articles from management journals and/or objective reports from the business press. You will be penalised marks if all you use is uncritical ‘advertising material’ from the company’s web site or elsewhere.
- You are encouraged to use personal interviews with the company.

Assessment 3 - Group Research Presentation

Task:
Using the group members’ Essays (Assessment 2) and other sources as necessary, your task is to make a presentation to the class reviewing the extent and impact of innovation in an industry sector selected by the group.

The presentation should consider

- the current status, recent history and likely future trends in innovation.
- the global dimensions of the industry, where appropriate.
- interesting examples of the management of innovation and electronic commerce in the real firms or organizations you have studied.

The objective of the task is to synthesise and compare the findings of your essays in order to draw conclusions about innovation trends and challenges in the industry as a whole. Do not simply retail the essays!

Imagine that your group is an expert consultant to a client who is new entrant to the industry. Draw conclusions that would be useful - what would they need to do to meet or exceed the ‘best practice’ for innovation in the industry?

Instructions:

- Groups comprising 3-4 students will carry out the task. It is more convenient if all students in a group attend the same tutorial.
- To facilitate collaboration within the group, a Vista Discussion Group will be set up for your group, on request.
- Further guidance on the appropriate structure of the presentation and assessment criteria will be provided during the session.
SECTION C: Rules, Codes of Practice & Policies

C1 University Policies

Information on the following University Policies can be found at the websites below:

<table>
<thead>
<tr>
<th>Policy</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical objection by students to the use of animal &amp; animal products in coursework subjects</td>
<td><a href="http://www.uow.edu.au/about/policy/ethicalobjectionanimals.html">http://www.uow.edu.au/about/policy/ethicalobjectionanimals.html</a></td>
</tr>
<tr>
<td>Non Discriminatory Language – practice and presentation*</td>
<td><a href="http://staff.uow.edu.au/eed/nondiscrimlanguage.html">http://staff.uow.edu.au/eed/nondiscrimlanguage.html</a></td>
</tr>
</tbody>
</table>

* see brief explanation of policy below.

C1.1 Non-discriminatory Language

The Faculty of Commerce supports the University’s policy on the use of non-discriminatory language. It is the responsibility of students to ensure that they understand and abide by this policy. The policy is available at:

http://staff.uow.edu.au/eeo/nondiscrimlanguage.html
C1.2  Attendance Requirements

This is a six credit-point subject. You should note that each credit point has an implied minimum workload of two hours per week (this include class attendance).

C1.3  Performance Level

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 Restricted (for 100 & 200 Level subjects only) or
- Pass Conceded

Unsatisfactory completion:

- Fail .................................................... 0% to 44%

Grades of performance for 800 and 900 level subjects

The approved grades of performance and associated ranges of marks for 800 and 900 level subjects (except for research subjects) are as follows:

Satisfactory completion:

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

Unsatisfactory completion:

- Fail .................................................... 0% to 49%

To be eligible to pass this subject, students must achieve at least 45% on the final examination.

C1.4  Assignment Categories

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

Category 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.
Category 2 – Group Assignments: Collaboration is permitted between students in the same group but not with students in other groups.

Category 3 – Individual Assignments: 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 assignment. 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 assignment 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.

Category 4 – Open Assignments: 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.

C1.5 Scaling

It is the policy of the School of Management & Marketing that marks awarded for any assignment, any part of an assignment or examination during the semester may be subject to moderation or scaling at the end of the semester. Where moderation or scaling takes place, it will follow a detailed consideration of the student’s marks.

C1.6 Special Consideration Policy

The Faculty of Commerce recognises that it has a responsibility to ensure equity and consistency across its subjects for all students. Sometimes, in exceptional circumstances, students need to apply for special consideration in order to complete all assessable work.

The University applies strict criteria to the granting of special consideration. Before applying for special consideration students should carefully read the University’s policy. The policy can be found at:


C1.7 Student Academic Grievance Policy

The Faculty of Commerce aims to provide a fair, equitable and productive learning environment for all its students. The Student Academic Grievance Policy seeks to support the achievement of this goal by providing a transparent and consistent process for resolving student academic grievances.

Any student who has a grievance over a result should obtain a Faculty of Commerce Appeal of Assessment Form from the Schools or the Sub-Dean’s Unit. The student has TWENTY ONE (21) DAYS after the release of the examination results to complete this form. The student should firstly take the form to the marker/lecturer to discuss the matter and, if the student is still not satisfied, s/he should take the next step as outlined on the form.

Once the grievance has been considered by the Faculty, if the student still feels the situation has not been fully resolved s/he may consult the Dean of Students. However, the Dean of Students can have no input into the academic judgement of the lecturer and can only review the grievance to ensure proper procedure has been followed.
For more information, please consult the policy in full at


C1.8 Online Learning
A WebCT Vista site has been set up for this subject which can be accessed through the following URL: http://www.uow.edu.au/student/e-learning. Students must have a Unix account and a password to use this Online Learning resource. [Delete if not applicable]

C1.9 Submitting Assessment Work
Assessed work is a piece of work required to be done (not under examination conditions) as part of the subject and to be given a percentage mark, with the mark to count as part of the final mark for the subject.

Assessed work must be handed in by the date and time given. Assessed work handed in late may be penalised by the deduction of 10% of the mark received for the assignment per 24 hours of the weekday or part thereof. The operation of this rule will not result in a negative mark to be 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 a serious and utterly exceptional crisis.

Assessed work not handed in on time must nevertheless be completed within fourteen (14) days to a satisfactory standard. Failure to complete ALL assessed work will result in FAILURE OF THE ENTIRE SUBJECT, other marks notwithstanding.

Students who enrol late in a subject, may be permitted to submit assessed work for the award of mark according to a schedule determined by the lecturer, clauses (a) and (b) notwithstanding.

All assessed work must represent ORIGINAL work and must not be submitted for more than one subject at the University.

If a student does not attend a mid-session examination, and also fails to produce satisfactory medical or other reasons for this, a deferred examination will NOT be offered, and the student may be deemed to have failed the subject, other marks notwithstanding.

There will be no re-submission of failed work and assignments.

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.

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


C1.10 Participation/Contribution to tutorials
Students can fail the subject unless they attend 75% of tutorials in the subject. Attendance will be formally recorded by the tutor/lecturer. This may be waived upon presentation of a medical certificate of illness for a relevant period, or upon evidence of a serious and utterly exceptional crisis.
C2 Faxing Assessment Work

Students may not e-mail or fax assignments unless specifically requested by or with the approval of the subject coordinator.

C2.1 Plagiarism

Plagiarism means using the ideas of someone else without giving them proper credit. For example, that someone else may be an author, critic, journalist, artist, composer, lecturer, tutor or another student. Unintentional plagiarism can result if you don't understand and use the acceptable scholarly methods of acknowledgement. Whether plagiarism is deliberate or unintentional, the University may impose penalties, which can be very severe. When it is desirable, or necessary, to use other people's material, take care to include appropriate references and attribution. **Plagiarism will not be tolerated and has led to expulsion from the University.**

Students should visit the following University website and become familiar with the University’s policy on Plagiarism.


C2.2 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 assignments. 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 into 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.

C2.3 The Harvard System of Referencing

The Faculty of Commerce 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.

C2.4 Citation of Electronic 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 Commerce 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.


C2.5 Support Services and Facilities

Learning Resource Centre

Learning Development offers a range of free services to all enrolled students who wish to improve their academic or English language skills. There are a range of workshops available including; essay writing and editing; reading for assignments; grammar; presentation skills; pronunciation and exam preparation.

For information on language and academic skills workshops, or to make appointments for consultations, please visit the Learning Resource Centre (LRC), Building 19, Ground Floor, Room G102, or Phone 02 4221 3977. For further information visit the website:


C2.6 Faculty Librarians

Each faculty has a Faculty Librarian who is available to help with research related enquiries. Research Help Desk staff are also available in the Library to assist with research needs.

The Faculty Librarians for Commerce can be contacted as follows:

email: lib_commerce@uow.edu.au
telephone: 42 213078

C2.7 Disability Liaison Officer

The Disability Liaison Officer (DLO) can provide advice on how particular disabilities affect university study and information on resources available at the University for assisting students with disabilities. Students commencing courses are advised to contact the Disability Liaison Officer prior to the beginning of their first session of study.

For further information on services offered, consult the Disability Services website or contact the office.

web address: http://www.uow.edu.au/student/services/ds/
telephone: 42 213445
fax: 42 215667
C2.8 Faculty Disability Advisers

Faculty Disability Advisers are academic staff who provide assistance and support to students with disabilities within their Faculty and act as an intermediary between the student and the Faculty's academic and general staff. They provide support, educational advice and referral to appropriate staff on issues related to teaching and learning within the Faculty and the University. Students are advised to communicate specific information about the ways in which their disability affects learning to the Faculty Disability Adviser as soon as possible after enrolment.

The Faculty of Commerce Disability Adviser is Mr. Ron Perrin. Mr Perrin can be contacted as follows:

- **Office location:** Building 40, room 224
- **email address:** ron_perrin@uow.edu.au
- **telephone:** 42 214118

C2.9 Woolyungah Indigenous Centre

Woolyungah Indigenous Centre (WIC) provides academic and personal support for Aboriginal & Torres Strait Islander and other indigenous students. The Centre also runs an Indigenous Specific Orientation Program for students who gain entry to the University through the alternative admissions program.

For further information on services offered, consult the Aboriginal Education Centre website or contact the office.

- **Centre location:** Building 30
- **web address:** http://www.uow.edu.au/aec/
- **telephone:** 42 213563
- **fax:** 42 214244