Unit Outline*

BUSN 3348
BUSINESS PRACTICUM

Semester 1 & 2, 2011
Crawley Campus

Unit Coordinator – Cherry Randolph

Business School
www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students website http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction
The core of this unit is a project, suggested by a company or organisation outside the University, which is considered suitable for a student in their second or third academic year. Once the project is accepted as suitable by the Business School, students apply for the project, and are shortlisted according to criteria set by the organisation, who make the final choice of the student to undertake the project. The project contributes to the solution of a problem, or explores possibilities for the organisation at a level appropriate to the student chosen.

Unit content
The content of this unit varies with the project undertaken which in turn is dependent on the discipline within which the student specialises.

The goal of the unit
The goal of the unit is to give students an experience of the working world that will be of value to them as they make the transition from education.

Learning outcomes
On completion of this unit, you should be able to:

• Critically evaluate and apply discipline based knowledge to a professional work environment.
• Apply their communication and interpersonal skills to a professional working situation.
• Negotiate, plan, prepare a proposal and make a final report for a work placement project that is related to their chosen major(s).
• Perform tasks set by an employer to a satisfactory standard.
• Reflect and report on their experience in the workplace.
• Acquire the skills needed for successful transition to the workplace.
• Identify the strengths and weaknesses in their preparation for graduate employment.

Educational principles and graduate attributes
In this unit, you will be encouraged and facilitated to develop the ability and desire to:

• Make a valued contribution to the work of an external organisation.
• Reflect on how well the working experiences matches your personal and educational expectations and aspirations.

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning evaluation
You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance
There are no classes associated with this unit.
CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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<tbody>
<tr>
<td><strong>Name:</strong> Cherry Randolph</td>
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<tr>
<td><strong>Email:</strong> <a href="mailto:Cherry.Randolph@uwa.edu.au">Cherry.Randolph@uwa.edu.au</a></td>
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<tr>
<td><strong>Phone:</strong> 6488 1829</td>
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<tr>
<td><strong>Consultation hours:</strong> By appointment</td>
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<td><strong>Lecture times:</strong> No lectures</td>
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TEXTBOOK(S) AND RESOURCES

Unit Website

All materials relevant to this unit such as placement advertisements will be provided via WebCT. The URL is [http://webct.uwa.edu.au/](http://webct.uwa.edu.au/). If you are interested in the unit, request access to the WebCT site by contacting Cherry.Randolph@uwa.edu.au and including your student number. THIS DOES NOT REPLACE ENROLLMENT which can only happen after you are matched with a project.

Reading

There is no required reading for this unit, but a selection of books relevant to the work transition process is held by the Practicum Coordinator.

ASSESSMENT MECHANISM

The purpose of assessment

Satisfactory completion of this unit will result in a Pass grade with no associated mark and no contribution to any major. Interaction with academic staff during the unit is intended to support students as they perform the required work and reflect on the overall experience.

Assessment mechanism summary

This unit is unlike any other in the Business School. It has been designed to provide an opportunity for selected students to undertake work in a real situation under the guidance of an External Supervisor within the company and an Academic Mentor who is lecturer in the Business School. To pass the unit, the student must demonstrate not only their ability to perform in the workplace but also to reflect on the experience and relate it to their academic studies.

The first hurdle for this unit is to be chosen to enroll. A number of placement projects will be advertised in the Business School during the year. Students will be encouraged to apply. Depending on numbers of applications it may be necessary to shortlist from the application. Interviews will be then held and only successful candidates invited to enroll in the unit. The Sub Dean will assist in making changes to existing enrolments as necessary.
An alternative route to entry is by a student finding a project themselves. The project must match the criteria for the unit and be approved by the unit coordinator.

The final grade for this unit is Pass or Fail. Students must satisfy every item of assessment in order to pass the unit. The arrangements for placements will vary with some students doing the work during first semester, the mid-year break, second semester and even after the end of the academic year.

**Assessment components**

1. **Workshops at Careers Centre**

   Attendance at three workshops or events is required. Students must provide the unit coordinator with documentary evidence of attendance.

2. **Selection for a Placement**

   The available placements will be advertised in the form of a job vacancy. Students who want to enrol in this unit must apply for a suitable vacancy. Interviews will be held and placements awarded by a representative of the organisation in which the placement will be worked. Alternatively, students can arrange a project themselves and present an outline to the unit coordinator who will decide if it is suitable.

3. **Project Proposal**

   Unlike most university units, there are three parties involved in the Business Practicum – the student, the External Supervisor (ES) and the Academic Mentor (AM). It is important that all three are quite clear on the details of the project before work starts.

   The proposal is written by the student after consulting both the External Supervisor and the Academic Mentor. This is important because, while the ES knows what work the company would like the student to perform, the AM is realistic about what is feasible in 100 hours work by an undergraduate. The AM must also ensure that the work is related and relevant to one of the student’s major.

   It is expected that the proposal will address the following topics:

   - Brief description of the organisation in which the work will be undertaken, including the name and role of External Supervisor
   - Nature of the project
     - Objectives
     - Expected deliverables
     - Schedule including start and end dates and significant milestones
     - Any preparation or training that will be necessary before the start of the project
     - A clear statement of the role of the student if it is a team project
     - Any administrative or management support that will be necessary with an estimate of man-hours
     - Estimate of any other costs to the company
     - Any difficulties that might arise or risks associated with the project and how these will be overcome
   - Nature of academic content
     - Name of the Academic Mentor
     - The related major(s) and units studied

4. **UWA Business School Project Report**

   At the completion of the work practicum, the student must produce a report that documents the project and provides a self-evaluation of the performance. Topics that should be covered include:
• identification of the student, organisation, External Supervisor, and Academic Mentor
• description of the project, its aim and findings
• any training undertaken during the internship
• activities undertaken during the internship (described in some detail eg diary)
• deliverables provided to the host organisation
• most significant learning experiences and how these relate to their university studies
• opportunities to build a network of contacts
• how the experience will be incorporated in a CV or job application

The project report for UWA Business School is in addition to whatever is delivered to satisfy the requirements of the organization. A copy must be provided to the host organisation and must be of a standard that could be presented to management to justify the expense of running the project. The Academic Mentor would be expected to provide guidance in this regard. A copy of the report will also be submitted to the Practicum Coordinator.

5. Report from External Supervisor

An evaluation of the performance of the student by the External Supervisor is an essential part of the assessment but it is important that this is not a burden that might deter organisations from offering practicum opportunities. A form will be provided with ‘tick boxes’ covering criteria related to both generic skills (eg interpersonal, professionalism, initiative) and discipline specific knowledge.

Submission of assignments

Copies of the final project proposal and final project report must be lodged with the unit coordinator in order to satisfy the requirements of the unit. Draft proposal and reports should be submitted to the Academic Mentor as soon as they are available and used for discussion.

Student Guild

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Website: http://www.guild.uwa.edu.au

Charter of Student Rights and Responsibilities


Appeals against academic assessment

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer http://www.secretariat.uwa.edu.au/home/policies/appeals).