

Undergraduate Program

College of Business
<http://secure.uowdubai.ac.ae>

MARK 270 SERVICES MARKETING

SUBJECT OUTLINE

Session and Year: AUTUMN 2006

No of Credit Points: 6

**Pre-requisite(s) /
Co-requisite(s):** MARK 101

Lecturer's Name:	DR.K.PRAKASH VEL
Building & Office No:	Block 15 Office 1-09 Ph: 04-3672433
E-mail Address:	prakashvel@uowdubai.ac.ae
Consultation Days and Times:	2.30-4.30PM WEDNESDAY 1.30-3.30PM THURSDAY

Tutor's Name:	DR.K.PRAKASH VEL
Building & Office No:	Block 15 Office 1-09 Ph: 04-3672433
E-mail Address:	prakashvel@uowdubai.ac.ae
Consultation Days and Times:	2.30-4.30PM WEDNESDAY 1.30-3.30PM THURSDAY

SECTION 1: GENERAL INFORMATION

1.1 LECTURE INFORMATION

Day: TUESDAY
Time: 8.30 to 10.30AM
Location: KV Block 5, Room 139

1.2 TUTORIAL INFORMATION *[for subjects with tutorials only]*

	Tutorial 1	Tutorial 2	Tutorial 3
Day:	WEDNESDAY	WEDNESDAY	THURSDAY
Time:	11.30AM-12.30PM	12.30PM-1.30PM	9.30AM-10.30AM
Location:	Block KVN Room 222	Block KVN Room 222	Block KVN Room 222

	Tutorial 4	Tutorial 5	Tutorial 6
Day:	THURSDAY		
Time:	10.30AM-11.30AM		
Location:	Block KVN Room 222	Block Room	Block Room

All students must be enrolled in one tutorial. Admission to a tutorial will not be possible unless the student is formally enrolled in that tutorial. No tutorial changes will be allowed.

1.3 SUBJECT DESCRIPTION

This subject covers the practice of marketing of services. Significantly, this incorporates both conceptual and practical issues not always evident in the existing marketing literature covering the marketing of products. As well, the global growth of the service sector has focused attention on the marketing function for organizations serving this sector. This subject is designed to equip practitioners to function effectively in the expanding world of services marketing.

1.4 LEARNING OBJECTIVES

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

1. Identify the challenges and opportunities in services marketing.
2. Explore means of achieving competitive advantages in services marketing practice.
3. Communicate relevant conceptual material.
4. Emphasise the significance of human factor in service delivery, customer satisfaction and successful services marketing.
5. Indicate relevant connections and interfaces with the emerging discipline of customer relationship management.
6. Position the practice of services marketing in the organizational context (hr, marketing,

operations etc.)

7. Prepare students to use their knowledge to make successful careers in the industry.

1.5 ATTENDANCE REQUIREMENTS

Students are expected to attend all lectures and tutorials in this subject. Although attendance is compulsory, no marks are awarded for attendance only.

1.6 REQUIRED TEXTS

Zeithaml, VA; Bitner, MJ and D.D. Germler (2006), ***Services Marketing***, 4th International Edition, New York: McGraw-Hill.

Required texts can be purchased from the University Bookshop located in Block 15 Room 1-19.

COPYRIGHT NOTICE: The University of Wollongong in Dubai complies with UAE Federal Law No. (7) of 2002 pertaining to Copyrights and Neighboring Rights. Severe penalties apply for copyright violations. No copied materials will be allowed on campus, except where permitted as per UAE Federal Law No. (7) of 2002. Any copied materials that violate UAE Laws or UOWD Policies will be **confiscated** in the first instance and disciplinary actions may be taken against the person(s) involved.

1.7 RECOMMENDED READINGS

Grönroos, C. (2000) ***Service Management and Marketing – A Customer Relationship Management Approach***, Second Edition, London: John Wiley.

Lovelock, C. H. (2001) ***Services Marketing: Managing People, Technology and Strategy***, Fourth Edition, Englewood Cliffs, NJ: Prentice Hall.

Lovelock, C; and Wright, L, ***Principles of Service Marketing and Management***, New York, 2003

All of the recommended readings above are available at the UOWD Library located on the ground floor in Block 15.

Students are also encouraged to use other resources as references to support their learning in this subject. Students should follow current developments in the field through various media, including the World Wide Web.

1.8 LECTURE NOTES

Lectures notes will be available on the Student Online Resources website after the lecture. Students should note that Lecture notes are **not** a substitute for attendance.

1.9 SUBJECT SCHEDULE

Week	Lecture Topic(s)	Related Text Chapter(s)	Tutorial Activities	Tests/ Assignments Due
1	Introduction to services-The Gaps model	1&2	Discuss subject outline, form groups and assign case study presentation dates	
2	Consumer Behaviour in services	3	Discuss Case study Oral/Written Presentations and Project	
3	Consumer Expectations and perceptions of service	4&5	Case study presentation-Shouldice Hospital	
4	Understanding customer expectations and perceptions through marketing Research	6	Case study presentation-GE medical Systems	
5	Building customer Relationships	7	Case study presentation-Starbucks	
	Mid-Session Break-No classes			
6	Service Recovery Mid-Term Exam	8 4-11-2006	Case study presentation-Quality Improvements customers	
7	Service Development & Design	9	Interim review of Major Project	
8	Customer-designed service standards	10	Case study presentation-Custom Research	Critical analysis of Status Literature (Assessment 3) due at the beginning of Tutorial
9	Employees' roles in service delivery	12	Case study presentation-Giardino	

10	Customers' roles in service delivery	13	Case study presentation- Jyske Bank	Major Project (Assessment1) due at beginning of Tutorial
11	Managing demand and capacity	15	Case study presentation- easyCar.com	
12	Managing Service Promises	16	Case study presentation	
13	Pricing of services	17	Case study presentation	

This schedule is subject to change without notice.

1.10 PELT

The Program for the Enhancement of Learning and Teaching (PELT) offers free academic support services to students, including individual consultations, drop-in sessions and study guides. PELT provides assistance with assignments, referencing, studying for exams, time management, and many other aspects of studying at university. To make an appointment for an individual consultation with PELT, please send an e-mail to pelt@uowdubai.ac.ae and include your name, contact details and preferred appointment time.

1.11 ILIP

All students must complete the Information Literacies Introductory Program (ILIP) in their first session of enrollment. Failure to complete the ILIP requirements will result in final marks being withheld until these requirements have been satisfied. For more information about ILIP, students should refer to the UOWD Library website (www.uowdubai.ac.ae/library).

1.12 RELEVANT POLICIES AND DOCUMENTS

All students must read and be familiar with the following UOWD policies and documents, which are available on the Student Online Resources (secure.uowdubai.ac.ae) website by following the Policies link:

- Academic Grievance – Students
- Assessment Policy
- Code of Conduct – Library Users
- Code of Practice – Students
- Copyright Policy
- Information Literacies Rule
- Library Regulations
- Music, Video and Software Piracy
- Plagiarism Policy
- Plagiarism – Acknowledgement Practice
- Rules – Campus Access and Order
- Rules for Student Conduct and Discipline
- Rules for use of ITTS Facilities
- Special Consideration and Supplementary Examinations Policy
- Student Attendance Policy
- Tertiary Literacies

SECTION 2: ASSESSMENT INFORMATION

2.1 ASSESSMENT TASKS

Assessment Task	Weighting	Group/Individual	Due Date	Hand in to...
Major Group Project (Services Marketing Report)	20%	Group	Tutorial Week 10, before the start of the Tutorial	Tutor
Case study Group Oral/Written presentation	10%	Group	During Tutorial	Tutor
Critical analysis of Status Literature (Individual)	10%	Individual	Tutorial Week 8, before the start of the Tutorial	Tutor
Mid-Term Exam	10%			
Final exam	50%			
TOTAL	100%			

2.2 GRADES AWARDED

The approved grades of performance and associated ranges of marks for undergraduate subjects are:

High Distinction (HD)	85 – 100%
Distinction (D)	75 – 84%
Credit (C)	65 – 74%
Pass (P)	50 – 64%
Pass Conceded (PC)	45 – 49%
Fail (F)	0 – 44%

2.3 SATISFACTORY COMPLETION REQUIREMENTS

In order to gain a grade of Pass (P) or better in this subject, students **must pass the Final Examination** with a mark of at least 45%. This is irrespective of a student's other marks during the session. Students who obtain a composite mark of greater than 50% but do not satisfy the Final Examination pass requirements will be awarded a FAIL (i.e. 44%).

Students must 'reasonably' complete all assessment tasks (other than the Final Examination, which requires a mark of 45% or above) and submit these by the final week of session or by the Final Examination date (whichever is earlier) in order to pass the subject. 'Reasonable' completion of an assessment task will be determined based on the instructions given to the student including: word length, demonstration of research and analysis where required, the Plagiarism Policy, and completion of each section/component of the assessment. Failure to 'reasonably' complete any assessment tasks to the standard specified above may result in a Fail grade awarded for the subject.

2.4 PLAGIARISM

Plagiarism is a serious offense that can lead to expulsion from the university. Students must be familiar with the *Plagiarism* policy which outlines the procedure that will be followed in case of plagiarism. For more information please refer to the *Plagiarism* policy available on the Student Online Resources website (secure.uowdubai.ac.ae – follow the Policies link).

2.5 TURNITIN

In addition to a hard copy, students are required to submit all written assignments in soft copy through the TurnItIn system which is available online at www.turnitin.com. Every student must have a TurnItIn account and must include their student ID *and* name in the TurnItIn login (this can only be done when registering for a new account with TurnItIn). Failure to submit an assignment through TurnItIn will result in marks for that assignment being withheld. More information about TurnItIn (including how to create an account and add a class) will be provided in the first lecture. Students can download Frequently Asked Questions (FAQs) about TurnItIn from the PELT website (www.uowdubai.ac.ae/pelt).

TurnItIn information required to add this subject:

Class ID:	
Password:	

2.6 LATE PENALTIES

Assessments handed in after the due date will be penalised by the deduction (from the mark given to the assessed work) of 10 percentage points per 'weekday' (per 24 hours of the weekday or part thereof). The penalty will increase by an additional 10% for every working day the assessment is late and no written assessments will be accepted after the assessment tasks have been returned to students or 10 working days following the assessment due date, whichever is first. Even if the potential value of the assessment task is zero, the student must 'satisfactorily' complete all assessment tasks. This penalty will not apply if an extension is granted to the student in line with the Special Consideration procedures.

2.7 SUBMISSION OF ASSIGNMENTS

All assessments must be submitted in hard copy with an attached Cover Sheet. Cover Sheets can be generated on the Student Online Resources website (secure.uowdubai.ac.ae – follow the Cover Sheet link). Students must sign the Declaration on the Cover Sheet before submitting the assignment. In the case of group assignments, ALL of the group members must sign the Declaration. Submitted work will be acknowledged by signing and tearing off the Student Assignment Receipt portion of the Cover Sheet and returning it to the student. Students are advised to keep a full copy of every assignment they submit.

E-mailed or faxed assessments will not be accepted, except where specifically necessary to fulfill the assessment requirements.

2.8 RETURN AND COLLECTION OF ASSESSMENTS

All submitted work will be returned to students within two weeks of the due date. All assessment tasks will be marked and made available for collection prior to the Study Recess. Students will be informed of any unexpected delays.

Marked assessments will be returned to students in relevant tutorials and lectures. Where students do not collect their assessments in the tutorial/lecture, they are responsible for collecting marked assessments from the tutor/lecturer directly. Written assessment tasks worth 20% or more of the aggregate mark of the subject (which have been made available for collection but are unclaimed) will be retained until the end of the first week of the following session (not including Summer session). Those assessment tasks worth less than 20% will be retained for a period of one month after the date of submission.

2.9 SPECIAL CONSIDERATION (EXCLUDING EXAMS)

Special consideration means the submitted work will be re-considered or additional work may be submitted. Special consideration for in-session assessments is granted by the lecturer for **serious** illness or circumstances beyond the student's control. "Pressure of work", either from employment or from other subjects, is not an acceptable reason for seeking an extension of time. A written application and evidence must be submitted no later than 7 days after the assessment due date. For more information please refer to the *Special Consideration and Supplementary Exams* policy available on the Student Online Resources website (secure.uowdubai.ac.ae – follow the Policies link).

2.10 SPECIAL CONSIDERATION (FINAL EXAMS)

Students seeking special consideration for final exams must apply in writing to the College Chair no later than 7 days from the date of the final exam. Evidence must also be supplied to support the application. The College Chair will advise the outcome of the application within 7 days from the application date.

2.11 SCALING OF MARKS

Assessment marks in this subject are not scaled, except where unforeseen circumstances warrant it. Students will be notified if this is the case, before any marks are scaled.

2.12 QUALITY ASSURANCE

Students should note that random copies of marked assessment tasks will be made for internal and external quality assurance purposes.

SECTION 3: ASSESSMENT TASKS

Assessment Task1:	Group Assignment –Services Marketing Report The Assignment, in formal report format is to be handed in by each group.
Type:	Group
Format:	Formal Report format
Total Marks:	20
Weighting:	20%
Interim Review Date	At the Tutorial in week 7
Due Date:	At the Tutorial in week 10
Word Length (if applicable):	2500-3000 words
Hand in to:	Tutor
TurnItIn submission required by:	Before submission

OUTLINE AND REQUIREMENTS

1. Select an organization. Each group must choose a different organization. Select an organization which is in an industry within the services sector (note that this sector includes those companies which provide services as their primary business; an industry is a group of organizations which provide the same sorts of goods or services, e.g. the hotel industry, the retail industry, etc.). This can be any organization with which you are familiar (e.g. your employer, a family business, etc.), or one for which you are otherwise able to collect the information required for this assignment.
2. Register your choice with your tutor. This will reserve the organisation for you.
3. Get to know the organization well. This could be done by using the service, accessing web sites, publications by the organization, reference material in libraries etc., personal interviews with management, staff, and customers, site visits, study of the organization's products. customers, etc.
4. Study the industry, including competition, relevant environmental forces, trends, etc. Understand the position of your chosen organization in the industry.
5. Critically explore and evaluate the role, relevance, and practice of services marketing in the selected organization, with particular reference to the environmental forces impacting structure, strategy, and relationship with other marketing functions. You will make recommendations/suggestions for how the organization should practice service marketing.

Each group will have 3 students. Groups must make 2 copies of the entire report. Keep one copy and submit one copy. Marks for the report will be awarded for content. The written report is worth 20% of the overall semester mark.

For more information on the assignment content and marking criteria, please see the handout in the MARK 270 website.

MARKING CRITERIA

A formal report which makes appropriate use of data, exhibits, etc. and achieves a high standard of presentation.

Assessment Task2:	Group Case Study Participants will form into teams of 2-5 members (in the same tutorial). Each team will be allocated one case study from the set textbook to analyse. It is expected that all class members will read each case study and be prepared to discuss it. Groups will present their case study analysis to the class for discussion. The presentations will be made on the day allocated for your assigned topic.
Type:	Group Written/Oral Presentation
Format:	Formal Report format
Total Marks:	10
Weighting:	10%
Due Date:	To be assigned in Tutorial no 1 (Week 1)
Length :	30-35 minutes (Oral Assessment)
Hand in to:	Tutor
TurnItIn submission required by:	Before submission

OUTLINE AND REQUIREMENTS

The group is to present orally their analysis of the assigned case study. The group will also submit a written report.

For the case study analysis group members are expected to take an active role, i.e. to take the place of a Marketing Manager in the case company or organization. The aim of this exercise is to help course participants develop the ability to make marketing decisions in the services context, to support these decisions with appropriate analyses, and to learn to communicate their ideas coherently. So, the group presentation should not simply summarise the material provided in the textbook. Also **do not** answer the questions for discussion where these are provided with the case (although addressing these may help you with the case analysis). Rather, after a brief introductory background on the case, each group should cover three areas:

- **Situation analysis** - provide an analysis of the situation facing the case study company (e.g. in terms of the nature of demand and competition in the company's industry, key problem areas, key opportunities, etc.);
- **Services marketing issues** - identify and discuss the services marketing issues (i.e. in terms of the expanded services marketing mix) the company has to deal with in the case study;
- **Recommendations** - discuss the means by which these services marketing issues can be addressed by the company in terms of the integrated approach to services marketing.

As it expected that the class as a whole will discuss each case, and the presenting group's analysis of a case, everyone should have read the cases before the presentations.

IMPORTANT: No late presentations will be accepted, except in extraordinary circumstances where all group members are affected. If one group member cannot do the presentation because of extraordinary circumstances, this student must take the responsibility to make an appointment with the tutor in the week of their return to University classes to do their part of the presentation privately for the tutor. If the student does not make such an appointment, the person receives a zero for the case study presentation.

MARKING CRITERIA

The oral/written presentation of the case study analysis will be worth 10 marks, based on presentation skills

Assessment Task 3:	Critical Analysis of Status Literature (INDIVIDUAL) Each student will have to analyse three Research papers from leading journals on 'Services Marketing' and bring out the theme and understanding on the paper in the form of a Written report on all the three papers.
Type:	Written Presentation
Format:	Formal Report format
Total Marks:	10
Weighting:	10%
Due Date:	At the Tutorial in week 8
Length :	2000 words (Written Assessment)
Hand in to:	Tutor
TurnIn submission required by:	Before submission

OUTLINE AND REQUIREMENTS

Each student is to analyze three Research papers from Peer-reviewed journals, on 'Services Marketing' and bring out the Essence (theme) of the paper in the form of a Written report and submitted during the Tutorial in week 8. Each student is expected to work on three unique Research papers, so that, no two students work on the same papers. So it is advisable to register with the Tutor as to the papers you are planning to work with. Registering the papers is on a First come, first serve basis. The report will cover analysis done by the student, in terms of three essential areas:

1. Service Literature covered in the Research paper.
2. Important findings, pertaining to 'services Marketing', brought out by the paper.
3. The contribution made by the Findings to the Service Industry

MARKING CRITERIA

The depth of critical analysis made on the sourced Literature on Services Marketing.

Assessment Task 4:	Mid-Session Test
Type:	Individual
Total Marks:	100
Weighting:	10%
Date, Time and Location:	TBA

Assessment Task 5:	Final Exam
Total Marks:	100
Weighting:	50%
Date:	To be held during the official examination period. Please refer to the Exam Timetable available on the Student Online Resources website (secure.uowdubai.ac.ae) closer to the exam period.

SECTION 4: REFERENCING AND CITATION

WHAT IS REFERENCING?

Referencing is an important part of academic writing. It is a way of referring to the work of others to provide evidence and support for what you are saying. It shows that your work has been researched and that your ideas have a sound base. By referring to reputable evidence and respected authors you add weight to your argument and show that you are knowledgeable in a particular field.

WHY REFERENCE?

Following the conventions of a referencing style is important to comply with international copyright laws and to avoid plagiarism. The University of Wollongong in Dubai (like all other universities) takes the issue of plagiarism seriously and penalties for students who plagiarize the work of others are severe. **All sources used must be cited in the text and a full list of sources cited must be included in the reference list at the end of the work.** This needs to be done so that the reader can find the source and read it for himself or herself, if they so wish. Therefore, accuracy and consistency are very important when you are referencing. At UOWD most lecturers require the Harvard style of referencing.

IN-TEXT CITATION

When you use other people's ideas or opinions to support your points you can either use a direct citation or an indirect citation.

Direct citation means that you use the exact words from the text and place them in quotation marks –

“There are not enough examples in this essay”, (Brown, 1998: 4).

Note that the name of the author (Brown), the year of publication (1998) and the page number (4) are placed after the quotation and are in parentheses. In some cases the author's name can be placed in the text, but the date and page number are always in parentheses.

Indirect citation means that you use the idea or the opinion of the author but you write it in your own words as a paraphrase or a summary –

Brown felt that a particular piece of writing was lacking in examples (1998: 4).

Note that quotation marks are not used, but the author (not in parentheses in this instance), year and page number are still given.

REFERENCE LISTS

You should always provide a reference list at the end of your assignments, which should include all the material, which you have referred to in the assignment.

Note: A **bibliography** is a list of all the sources you have used, even if you have not cited them. Therefore, it includes your reference list plus any other material you have read. You will need to ask your lecturers if they require a bibliography in addition to a reference list.

GENERAL RULES

- Sources are listed alphabetically by the surname of the author
- The author's surname comes first and then the author's initial, separated by a comma and followed by a full stop
- All parts of the reference are separated by a comma, except the author's initial and the year
- The citation should finish with a full stop

There are many variations on the rules and the format, and you will see many different styles of referencing. The main thing to remember is to be consistent. The guidelines, which follow, are meant to help you in writing your reference list, but you will need to check with individual lecturer about their style preferences.

BOOK

The minimum information needed to reference a book is –

- Author's name and initial
- Year of publication
- Title of book (in italics)
- Edition of book if it is a reprint
- Publisher's name
- Place of publication

Example:

Brown, J. 1998, *Essay Writing for University Students*, Sage, London.

For more than one author the names are listed as they appear on the book cover (or journal reference etc.) and are separated by commas and an ampersand between the final two.

Example:

Brown, J., Smith, L., & Jones, P. (1998) *How to Write Good Essays*, Sage, London.

AN EDITED BOOK

The minimum information needed to reference an edited book is –

- Editor's name and initial
- Year of publication
- Title of book (in italics)
- Edition of book if it is a reprint
- Publisher's name
- Place of publication

Example:

Brown, J. & Smith, C. (eds), 1998, *Essay Writing for University Students*, Sage, London.

CHAPTER OR SECTION OF A BOOK

The minimum information needed to reference a chapter in a book is –

- Author's name and initial
- Year of publication
- Title of chapter or section (in quotation marks)
- Title of book (in italics)
- Editor of the book
- Edition of book if it is a reprint
- Publisher's name
- Place of publication
- Page numbers of the chapter or section

Example:

Jones, P. 1997, 'Some students simply cannot write good essays', in *Essay Writing for University Students*, ed. J. Brown, Sage, London, pp 12-32.

JOURNAL ARTICLE

The minimum information needed to reference a journal article is –

- Author's name and initial
- Year of publication
- Title of article (in quotation marks)
- Title of journal (in italics)
- Volume number or month of publication

Example:

Brown, G. 1998, 'Some things are better left unsaid: An introduction to the art of minding your own business', *Journal of Self Improvement*, Vol. 3, No. 2, pp 4-15.

ELECTRONIC JOURNAL ARTICLE

The minimum information needed to reference an electronic (online) journal article is –

- Author's name and initial
- Year of publication
- Title of article (in quotation marks)
- Title of journal (in italics)
- Medium (online, CD-ROM) [in square brackets]
- Volume number or month of publication
- URL (Available:)
- The date you accessed the article [in square brackets]

Example:

Brown, G. 1998, 'Some things are better left unsaid: An introduction to the art of minding your own business', *Journal of Self Improvement*, [online], Vol. 3, No. 2. Available: Proquest 5000, [Accessed 7 June 2003].

Note: the full URL is not necessary when a database is used, only the name of the database needs to be given.

NEWSPAPER OR MAGAZINE ARTICLE

The minimum information needed to reference a newspaper or magazine article is –

- Author's name and initial
- Year of publication
- Title of article (in single quotation marks)
- Title of newspaper (in italics)
- Month/day of publication
- Page numbers

Example:

Greenwood, J. 2004, 'When time runs out', *Gulf News*, 23rd June, p 4.

ELECTRONIC ARTICLE

The minimum information needed to reference an electronic (online) article is –

- Author's name and initial
- Year of publication
- Title of article (in single quotation marks)
- Title of website (in italics)
- URL (Available:)
- The date you accessed the article [in square brackets]

Example:

Brown, G. 1998, 'Some things are better left unsaid: An introduction to the art of minding your own business', *Self Improvement*. Available: <http://www.selfimprovement.com/brown/html> [Accessed 23 June, 2001].

EXAMPLES OF REFERENCES FOR OTHER TYPES OF TEXTS

Publication from a government body or organization

Example:

United Nations Crime and Justice Information Network, 1999, *Report on Crime Rates in Developing Countries, 1997 – 1998*. Available: <http://www.uncjin.org/reports/1999/html> [Accessed 5 June, 2000].

Work with no apparent author

If an organization rather than individual authors publishes the work, cite as in the example above. If the work is anonymous, begin with the name of the publication if it is well recognised, or the title of the article if it is available.

Example:

Economist, 1999, 'Do economic sanctions work?' [Online], 23 February. Available: <http://www.theeconomist.uk> [Accessed 25 March 1999].

Example:

'Some things are better left unsaid: An introduction to the art of minding your own business', 1998, [online]. Available: Proquest 5000, [Accessed 7 June 2003].

These are just some simple guidelines. For further information look at the UOW library referencing guide, or try this website, <http://unilearning.uow.edu.au/>

SECTION 5: UOWD RULES AND POLICIES

The following is meant a summary only of UOWD's Plagiarism, Copyright, Special Consideration and Supplementary Examinations, and Assignment Submission policies. Students are advised to review detailed policies located on the Student Online Resources website (secure.uowdubai.ac.ae).

PLAGIARISM

Plagiarism will not be tolerated and may led to expulsion from the University

1. DEFINITION OF PLAGIARISM

Plagiarism means using the ideas of someone else without giving them proper credit. 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. In either case, the University will 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.

Severe plagiarism is defined as submitting work which is wholly copied from someone else without proper acknowledgement.

2. REPORTING PROCEDURE

2.1 The lecturer will inform the student and the Registrar's office. A record will be kept on the student's file including the copy of the plagiarised work. (Tutors will refer suspected cases to the lecturer).

2.2 For severe plagiarism offences the Lecturer informs the student and refers all cases to the Disciplinary Committee with a suitable recommendation (i.e. for failure of the subject) via the College Chair.

SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS

PART A: SPECIAL CONSIDERATION (EXCLUSIVE OF FINAL EXAMINATION)

These guidelines set down the current policy in relation to the handling of requests for special consideration for internal assessment tasks; and the granting of supplementary examinations for internal continuous assessment tasks.

ELIGIBILITY

A student who can satisfy the University that he or she has:

- a) suffered serious illness or other circumstances beyond his or her control which have or are likely to affect his or her academic performance in a subject; or
- b) been prevented from meeting scheduled assessment requirements by serious illness or other circumstances beyond his or her control; may apply for special consideration, including supplementary assessment for internal continuous assessment tasks.

METHOD OF APPLICATION

A written application, together with supporting documentation, must be lodged normally no later than 7 days following the deadline for internal continuous assessment tasks to the lecturer.

It is the responsibility of the applicant to check the outcome with the lecturer as soon as possible, but not later than two weeks after lodging the application.

PART B: SPECIAL CONSIDERATION FOR SUPPLEMENTARY FINAL EXAMINATIONS

A student who is affected by serious illness or other circumstances beyond his or her control may ask that those circumstances be taken into account when performance in an individual subject is being assessed.

ELIGIBILITY

To be eligible to apply for special consideration (including supplementary assessment) a student must satisfy the University that he/she has:

- a) suffered serious illness or other circumstances beyond his/her control which have or are likely to affect his/her academic performance in a subject; or
- b) been prevented from meeting scheduled examinations requirements by serious illness or other circumstances beyond his / her control.

METHOD OF APPLICATION

If you are unable to attend an examination you should inform the College prior to the examination or within 24 hours following the scheduled examination. This does not guarantee that the student will be given special consideration; an application for special consideration is required.

Request for Special Consideration Deferred / Re-sit / Supplemental Examination

The form (available at the Reception Desk) together with supporting documentation, must be lodged with the **College NO LATER THAN SEVEN (7) DAYS** following serious illness or other causes beyond a student's control.

Faxes, e-mails, and telephone requests are not considered. In cases where the student is not able to lodge the application in person they may do so via a representative acting on their behalf.

Supporting Documentation

- a) medical certificates, stating in reasonable detail:
 - the date or dates of any relevant consultations or attendances;
 - if relevant, the general nature and severity of the complaint and the treatment;
 - a specific statement of the option that, as a result of the complaint or treatment, the student is or was unfit to complete the required examination on or by the date specified (medical certificates which do not contain all this information will NOT be accepted).
- b) a letter from the University Counseling Service or a professional counselor of equivalent standing setting out the general nature and severity of the problem affecting the student, and the opinion of the person signing the letter, that the student, because of the problem, is or was unfit to complete the required assessment of examination on or by the date specified;
- c) a statutory declaration setting out the facts upon which it is suggested that special consideration should be given, attaching any supporting documents. Note: A letter from an employer, etc, is not sufficient.

Student Responsibilities

It is the responsibility of each student who applies for a supplementary examination:

- a) to be available to sit for the examination at ANY time during the period following the application; and
- b) to leave a contact address and telephone number with the College.

No supplementary examination will be offered to the candidate who misses supplementary examination.

Supplementary Exam Fees

A supplementary exam fee of AED 200 per subject will be levied, which may be waived by the Chair of College under exceptional circumstances.

ASSESSMENT TASKS

Faxing, Mailing and emailing Assignments

Faxing, mailing or e-mailing of assignment work will NOT be accepted within the Colleges of the University. Assessment work received by these methods will not be marked.

Submitting Assignment Work

Students must submit written assessments in class or by 17:00 on the due date. All written assessments are to have an Assignment Cover Sheet attached that can be obtained from the University website.

Penalties for Late Submission

Assessed work handed in late will be penalised by the deduction (from the mark given to the assessed work) of 10 percentage points per 'weekday' (per 24 hours of the weekday or part thereof). The penalty will increase by an additional 10 % for every working day the assessment is late and no written assessments will be accepted after the assessment tasks have been returned to students or 10 working days following the assessment due date, whichever is first. Even if the potential value of the assessment task is zero, the student must 'satisfactorily' complete all assessment tasks. (Refer to 'satisfactory' completion of subject guidelines).

The operation of this rule will not result in a negative mark to be carried forward.

This penalty will not apply if an extension is granted to the student in line with the Special Consideration procedures. *Refer to Special Consideration section.*

Mid-session Examinations

Deferred examinations will NOT be offered to students who do not attend a mid-session examination and fail to make an application for Special Consideration (refer to *Special Consideration and Supplementary Examinations* details in this outline).

Appeal of Assessment

If you feel that the mark or grade you have been awarded for a subject is not indicative of your performance or that there may have been an error in determining your mark or grade, you should take the following steps **NO LATER THAN (7) SEVEN DAYS** after the release of the examination results.

1. Approach the **Subject Lecturer** to discuss the matter.
2. If after this discussion, you feel the mark or grade is not correct, complete an **Appeal of Assessment Results** form that can be obtained from and submitted to the Chair of College.
3. The appeal form will be sent to the Lecturer then Chair of College for comment and then assessed by the College Chair. You will be notified in writing of the outcome of your appeal.
4. After they have taken these steps and they still feel the mark or grade is not correct, they may write to the Dean Academic Affairs, setting out the reasons they believe the mark or grade is not correct and advising the Dean of the member(s) of staff with whom they have discussed the matter. The Dean will respond in writing after he/she has taken whatever advice is required. Applications to the Dean should be made no later than two weeks after the release of the examination results.
5. If the student remains unsatisfied with the outcome, they may then approach the Chief Executive Officer and request a further investigation of the matter.

Workload

Each credit point has an implied workload of 28 hours over the duration of the subject. i.e. for a 6-credit point subject, the implied workload is 168 hours over the duration of the subject including class attendance, assessments and study.

NON-DISCRIMINATORY LANGUAGE PRACTICE & PRESENTATION

As part of its Equal Opportunity/Affirmative Action initiatives, the University of Wollongong in Dubai endorses a policy of non-discriminatory language practice and presentation in all academic and administrative activities of the University including:

- the use of non-discriminatory language and presentation in documents and publications; and
- the use of non-discriminatory teaching practice in classrooms

STUDENTS WITH DISABILITIES

The University of Wollongong in Dubai supports making provision for adaptations to courses in respect of the delivery and method of assessment in order to extend reasonable accommodation to individual circumstances in regard to disability. Such accommodation will not compromise the essential content of a course or the requirement to demonstrate essential skill or knowledge.

If a student with a disability requires reasonable accommodation in this subject, they are strongly advised to discuss the issues early in the session with the lecturer and/or Program Co-ordinator. Formal application should be made to the College Chair.

STUDENT ATTENDANCE

Attendance Requirements

This policy defines the student attendance requirements and non-attendance penalties in 000 and 100-level undergraduate subjects. All students are expected to attend and participate in all classes. Students enrolled in 000 and 100-level subjects are **required** to attend a **minimum** of 75% of all lectures (i.e. 10 out of 13 lectures) and 75% of all tutorials (i.e. 9 out of 12 tutorials), except where an excused absence is approved by the lecturer.

Excused Absence

Students shall not be penalized for excused absences. "Excused Absences" include absences due to valid medical, compassionate and serious unforeseen personal events, representing UOWD in an official capacity or participating in sporting, cultural or other activities at a national or international level and religious observances.

A written application, together with supporting documentation, must be lodged no later than seven (7) days following the absence (or from the date of recovery from the illness) to the lecturer responsible for that subject. All written applications for an "Excused Absence" must be received by the subject lecturer prior to the commencement of the exam period for that session. If no formal written application is received before the commencement of the exam period, **any** absence(s) will **NOT** be deemed to be an "Excused Absence"

It is the responsibility of the applicant to check the outcome with the lecturer as soon as possible, but not later than fourteen (14) days after lodging the application.

Appeals

In accordance with the Academic Grievance – Students Policy, students have fourteen (14) days to lodge any complaints and/or appeals concerning the application of and/or decision(s) made under the Student Attendance Policy.