

BUSS 3010 – Industry Project 1

Student Information Kit



Experience. The Difference.

At UniSA we believe incorporating real world experience into academic study is one of the best ways to maximise learning outcomes and enhance career opportunities. UniSA's continued close work with industry and the professions has helped us develop some of the most relevant programs and courses in Australia.

By undertaking a project or placement with professionals in the field you have the opportunity to develop core skills that will help you to improve your graduate employment prospects and bridge the gap between study and work. We hope that your project or placement will also bring your valuable skills, knowledge and enthusiasm to your host organisation.

This Kit will provide you with information on the course BUSS 3010, along with tips and suggestions on how to make the experience successful for both you and your host.

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Introduction

The course BUSS 3010, Industry Project 1, is open to all business students, except those enrolled in Bachelor of Sport and Recreation Management or Bachelor of Tourism and Event Management. You may undertake a project in fields such as manufacturing, research, administration, logistics and supply chain, and not-for-profit.

Undertaking a project provides you with the opportunity to experience real-life issues within local, national or international companies, to develop skills in both technical and professional areas and to improve your graduate employability.

Objectives and deliverables

Projects can focus on a particular area of management or have a more generalised approach depending on the relevance to the host organisation. Flexibility for students to seek out opportunities aligned with their career objectives is also encouraged throughout the project.

You are supervised by a staff member within the organisation and receive academic mentoring. At the close of the project you are expected to produce an academic report for presentation to your student group, academic mentors and, as negotiated, to members of your host organisation.

On completion of the course students should be able to:

- plan and carry out a guided project in an organisation
- link management concepts, techniques and practices to the practical operations of enterprises
- develop personal goals to enable them to increase personal skills and competencies through observation, discussion and practice in a workplace setting.
- communicate the findings of this and similar projects appropriately.

What will you gain from participating in a UniSA Placement?

- The opportunity to apply your academic studies to real-life situations.
- Access to professional knowledge.
- Access to expertise and experience in a specific professional areas.
- The opportunity to develop a professional network.
- The chance to demonstrate your graduate qualities and employability to potential employers.

Graduate Qualities

All UniSA programs aim to develop seven Graduate Qualities that we believe will make you an asset to any organisation, and increase your employability. You will also take part in professional development sessions prior to placement.

UniSA Graduate Qualities assist to develop:

- a strong knowledge of your professional area
- a willingness to continue to learn
- effective problem solving skills
- the ability to work both collaboratively and autonomously
- a strong sense of social responsibility
- excellent communication skills
- an international perspective.

While on placement, you are expected to:

- conduct yourself in a professional manner in all dealings with supervisors, staff and clients
- adhere to the terms and conditions of work as agreed at the commencement of the placement and signed off in the Industry Agreement
- undertake the work agreed to the satisfaction of your supervisor
- dress appropriately for the workplace
- arrive punctually for work and any meetings you need to attend
- report any absence from work as early as is reasonably possible.

However, you may not be an employee, and, if so, your host is asked to remember that:

- your hours of work will largely be determined by all your academic commitments, which must take priority
- the placement may be your first experience of the professional workplace, so there may be a brief period of adjustment while you become accustomed to workplace expectations.

If you are concerned about any aspect of the work placement, please contact your academic mentor or course coordinator, as soon as possible.

Finding your placement

Undertaking a placement is a truly valuable opportunity for you to test your career options. In the same way that you would approach looking for paid employment, looking for a placement allows you to define what you are looking for in a job and working environment, scope your options, make contacts and put yourself forward as a valuable candidate. In this placement opportunity you have three different options for sourcing your placement organisation:

1. If you are a part time student and working full time, you are able to undertake this course in your current workplace. However the project you undertake must extend you outside of your normal job. This means that the project should be something related to your degree studies and be a project you have not undertaken previously in your workplace. You must seek out a project with an appropriate supervisor from your workplace.
2. If you are a part time or full time student you may undertake an appropriate project in a workplace of your choice or one that you have located.
3. If you are a full time student, academic staff related to the course may be able to source an appropriate project/ placement for you.

Define your career goals

You may have covered some self-awareness exercises through career sessions at UniSA, and perhaps also prior to starting university study. Take the time now to refresh what you know about yourself and the type of environment that you thrive in. These tasks will also be reviewed in the preliminary workshops prior to the commencement of the course.

- Are you an extrovert, happy to meet people for the first time and find it easy to build rapport? Then you may thrive in sales or a face-to-face job.
- Does the challenge of finding solutions interest you, are you exacting in your processes and like space to focus? Then you may be suited to operations work.
- Do you like the collaboration of team work, enjoy complementing your talents to those of others and sharing the task of meeting goals? Then you may seek the opportunity to work as a team member.

Think about where your personality would best fit and how your skills can both contribute to and be expanded by a workplace, you may find that more than one kind of environment suits you, or be quite targeted in your goals. Further assistance is available through the Career Services website – www.unisa.edu.au/careers.

Scope your options

Once you have identified the type or types of workplace that suit you, it is time to make a target list of potential hosts. You may already have some companies on your list of preferred employers, but it is wise to be as broad in your scope as you can – you will end up with not only a list of target employers, but will develop a wide understanding of all employers in your field. Consider whether you have interstate and/or regional placement options that are available to you, keeping in mind that you may need to fund travel and living costs while on placement. Remember that you are developing potential contacts for graduate employment so be strategic. The Yellow Pages is a great place to start, using keywords to bring up relevant companies. Using

a “Google” or other search engine is also effective. If working online, why not create a list that hyperlinks to the website of each company to make research on the company easier.

When you have a broad list of companies in your field, take the time to research each company, looking for a match with your goals. You can do this by browsing through the company website, look at “about us” and the “careers” sections. You may also find reports or product details online. If you are serious about a particular company, you might also look at other results when you “google” the company name to find media releases or other information.

Make your approach

You may find that you are making a “cold” approach to your target employer/s, or you may be using Career Services contacts online or replying to a placement advertised through Career Services. No matter which approach you take, ensure that you are professional in your manner, clear in outlining what you are asking and what you are offering, and concise in passing on information. Make use of Career Services’ weekly resume writing workshops to develop a great CV. Whether your potential placement host asks for this or not, it is often a good idea to pass on a copy – your CV is your best “marketing material” for you as a potential employee.

The following outlines steps for “cold” approaches to potential placement providers. Alternatively the course coordinator may be able to source an appropriate project for you.

How to approach a “cold call”

Calling an organisation that you have identified can be daunting, however, most of the time if your approach is polite and to the point you will find that people will be happy to give you answers to your questions.

- Write yourself a “script” for what you will say – even if you don’t use it, it will help you focus.
- Introduce yourself, where you are from and the reason for your call.
- Ask for the name of the HR Manager or Manager if the organisation is smaller – then ask to be put through to her/him.
- Outline your interest in placement with the organisation and ask if the organisation would have any opportunities for you.
- If yes, then make a time to meet and discuss further and/or email some more information – include the placement overview.
- **Make sure you have a notepad with you for all the information you gather!**

Have a personal commercial prepared

Expect to be asked questions about you by the people you contact. Prior preparation should help you to explain in an upbeat and positive way things like:

- What you are studying, and why.
- What your major areas of work experience interest are, and why.
- What you believe to be your strongest employable attributes – this might be particular skills, knowledge, experience you have to offer, or aspects of your personality that are suited to the type of work you want to do.
- The type of role that you are seeking and your reasons why.
- What is important to you in the work you do, in terms of the needs you want to meet (for example a desire to help people) or, values or motivators that are behind your choice of experience and employer.

Workplace Arrangements

Working Hours

Students are expected to undertake 226-240 hours work with the host organisation across the study period. In study periods 2 and 5 this would be 15 weeks and in study period 7 this would be 12 weeks. The hours may be mutually negotiated as a set number of hours per week, or the number of hours may vary from week to week according to the needs of the organisation and the nature of the placement.

Location

The 226-240 hours should be spent “on location” within the host organisation – either in concentrated periods or in a less intense but more frequent basis. The location can be any area where a graduate from a relevant Business or Management undergraduate degree may eventually work. Learning about the everyday aspects of an organisation, forming strong networks with people, and feeling like a part of an organisation can only really occur if you are physically located with the organisation.

Confidentiality and Intellectual Property

You are expected to abide by your organisation’s policies regarding confidentiality and intellectual property, and in most instances this will be of a very high importance.

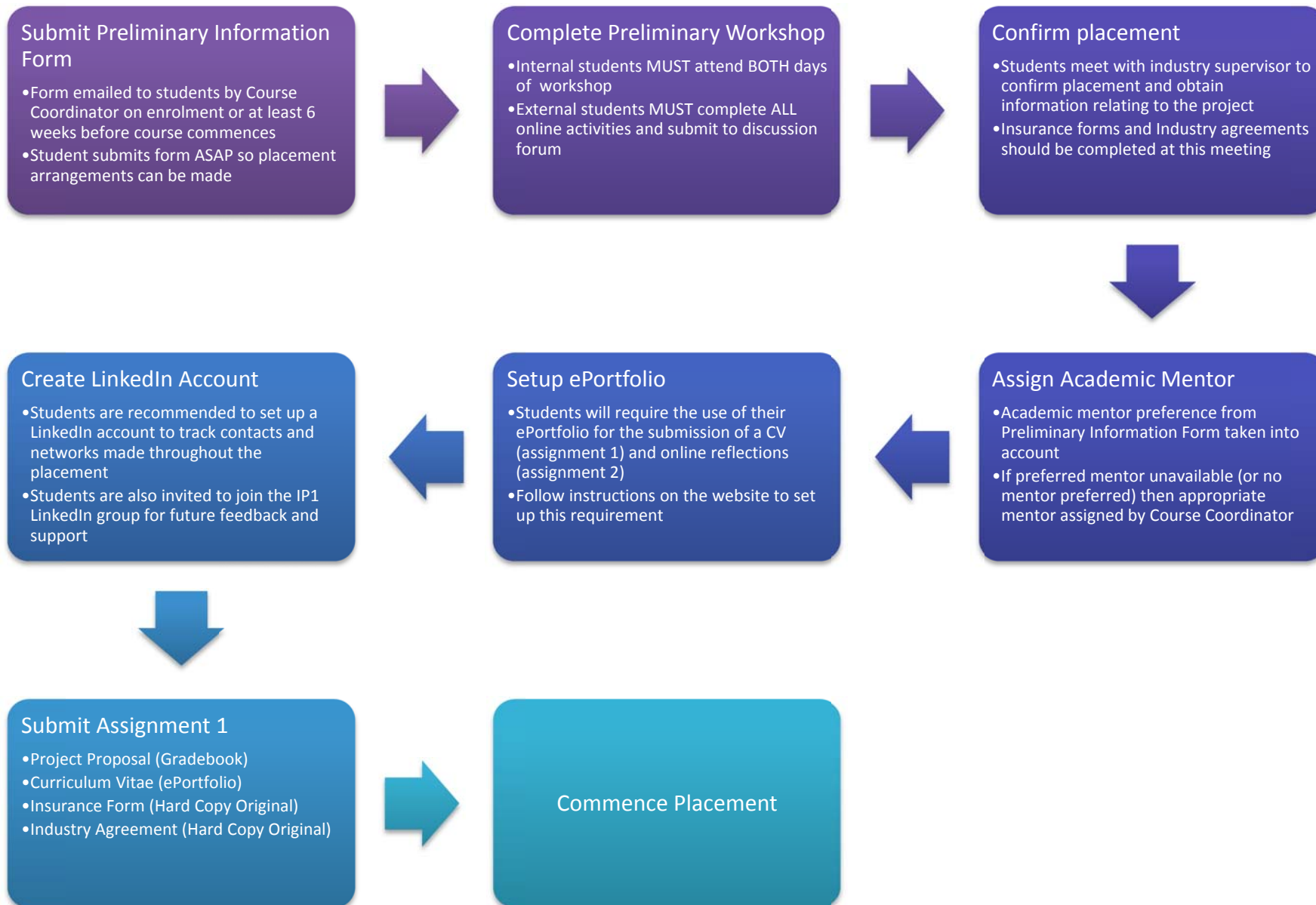
You may also be required to sign an intellectual property agreement with your host organisation. If this is the case, your organisation is advised to discuss this with you and your UniSA Academic Supervisor to ensure all parties understand the agreement. The agreement must not infringe on your right to have assignments for the course assessed.

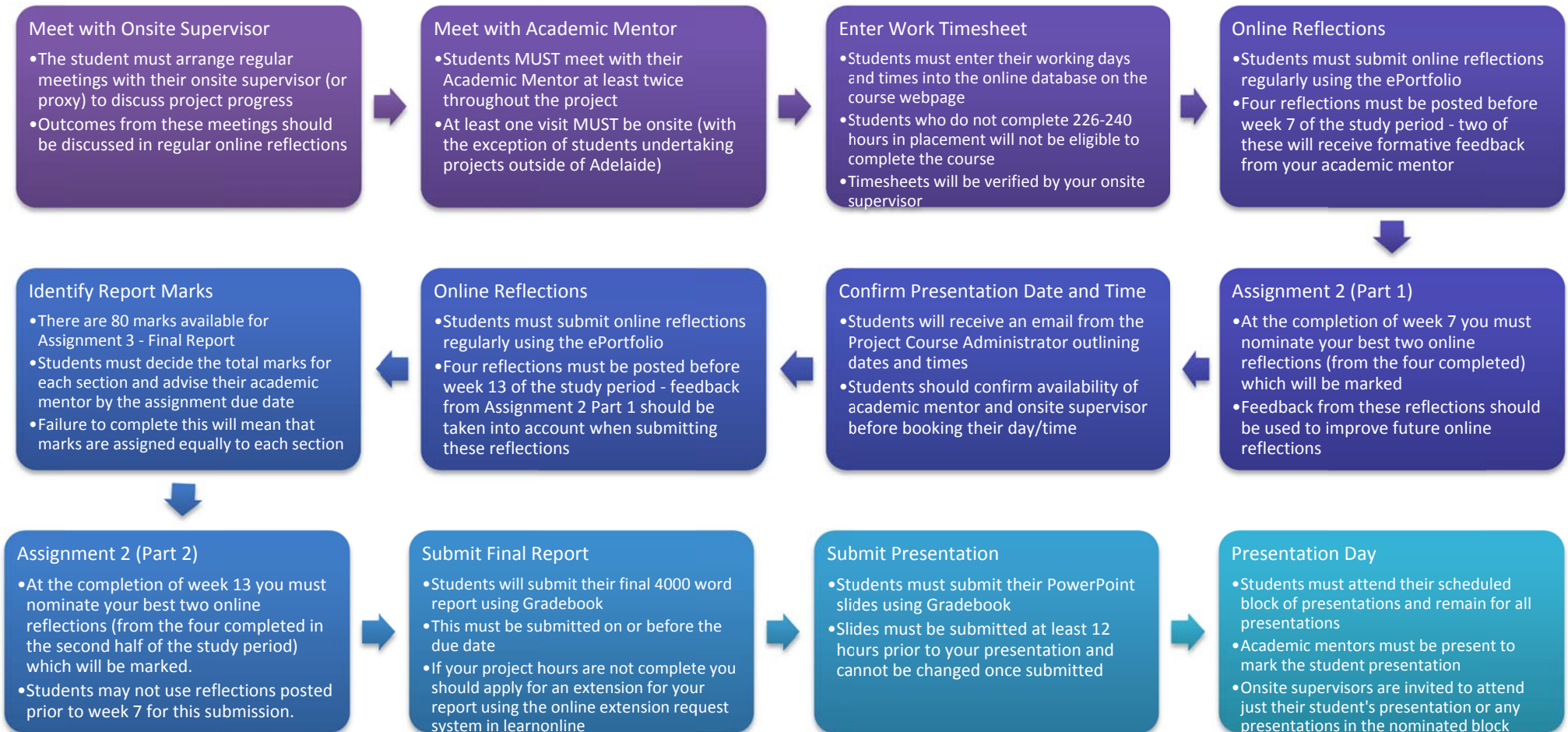
Insurance

You are covered with public liability and professional indemnity insurance for the duration of the placement. The University insurance form must be signed by the host organisation supervisor and the course coordinator and submitted to the Project Administrator prior to the commencement of the placement.

Process Flowchart

The flowcharts on the following pages summarise the project process for students.





Top tips for placement success

- 1. Make sure you have a written placement brief which is as detailed as possible.**
The more information you have about the background, purpose and anticipated outcomes of your placement, the more likely you are to achieve a great end result. Your host organisation may provide this for you or you may compile this yourself.
- 2. Prepare thoroughly for your placement.** See page 13 for preparation checklists. Don't forget that you must provide your host with a ***signed UniSA insurance form*** prior to the commencement of the placement.
- 3. Research your host organisation.** Even if you have done this prior to applying to your host, make sure that you are up to date on any current developments and are aware of the areas of activity, structure and history of your host organisation.
- 4. Be clear about your academic and personal expectations.** Making your needs clear to your host and understanding what is expected of you will make meeting expectations much easier.
- 5. Ask questions.** It is a great idea to have some questions prepared for your first meeting. Asking some "settling in" questions can make you feel comfortable in seeking further clarification or further information during your placement.
- 6. Seek constructive feedback on your work.** Your host supervisor will respond positively to your seeking feedback on your performance and, like all of us, will especially appreciate a job well done!
- 7. Compile your placement dossier.** Over the course of your placement you will gather a range of information on your organisation, the placement and the industry as a whole. Keep this and your background research in one place and you will have a valuable resource for the remainder of your studies and your entry into the field.
- 8. Set up a regular "check-in" time with your host supervisor to discuss progress, performance and any problems that may arise.**

Preparation checklists

In order to make the most of your time in the workplace, and to ensure that your placement goes smoothly, it's worth taking some time to prepare in advance. The following checklist will help you identify some ways that you can be prepared for a great placement.

Pre-placement checklist for students:

- Make sure that you have provided your host with a **signed UniSA insurance form** prior to commencement of the placement.
- Make sure you have gathered together information on your host organisation. Use the following list as a guide for researching your organisation before your placement begins:
 - Location and contact details
 - Industry; main services/products
 - History
 - Ethos and goals
 - Ownership
 - Recent and future projects
 - Corporate structure
 - Details of key personnel
 - Any holding or subsidiary organisations
 - Partnerships (global and local)
 - The social, political and economic environment in which the organisation operates
 - If relevant, the organisation's global context
- What is the background to your placement or project? What is the organisation's interest or desired outcome in your completing this work?
- What are the objectives of this project? Which objective has the highest priority?
- Find out if there is any background reading or research prior to commencing your project.
- Make sure you know the starting and finishing dates of your placement and with whom will you be working in the organisation. Will you be working with anyone outside the organisation?
- Find out if there are any confidentiality or intellectual property policies that you need to follow.
- Discuss how your progress will be monitored. (For example, by regular meetings, goal setting, and milestone completion).
- What resources will be made available for you in the workplace? (Computer, desk, telephone, photocopier).
- Will you be required to provide any resources yourself? (Computer, specific computer program, camera). Can you readily access these resources?

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- Find out if you will be required to undertake any work away from the workplace. (Research, background, industry events etc.)
 - What is the dress code?
 - What will your work schedule be?
 - Be aware of any particular security arrangements for buildings and find out what the arrangements for parking are.

A thorough induction should be provided by your host organisation and will help you feel settled more quickly and be well prepared to succeed in your workplace. Your host organisation will have a checklist to assist in your induction but please use the list below to guide you on your first day.

First day checklist for students:

- Make sure you are aware of the organisation's OHS&W policies and procedures and identify any particular OHS&W issues for your role. This should include:
 - Emergency procedures
 - How to raise health and safety issues
 - First-aid arrangements and accident reporting
 - Fire procedures
 - Safe handling procedures
 - Protective clothing arrangements
 - Instruction on equipment use
 - Any other relevant issues
- Have you had a tour of the workplace, including lunch room and toilets? Do you know the daily schedule, lunch arrangements, tea and coffee?
- Meet as many key staff members as you can, ask about their roles and what interaction, if any, you are likely to have with them while working on the project.
- Find out about internal and external communication facilities (telephone, e-mail, post etc).
- Identify any prohibited areas or activities.

During the placement

Your placement has been arranged to help you learn and develop new skills. It is designed for you to apply your university theory to workplace situations, and will have certain goals, targets or outcomes as you have discussed. It is important to keep this in mind. You are not at the organisation to 'fill-in' a gap, be the designated 'coffee-maker', or to run numerous errands for others. Your organisation will be well aware that this is a learning opportunity for you, and it is unlikely you will be expected to take on menial tasks unrelated to your program of study.

Make every effort while on placement to behave as an employee, and to carry out your tasks with professionalism and efficiency. Here are some suggestions for ensuring that you make a valuable contribution to your workplace:

1. Develop a project or task schedule with your supervisor to help manage your responsibilities, and track your progress.
2. Contact your supervisor immediately if you are unable to attend the workplace at the agreed time.
3. Make every effort to achieve your tasks within the given timeframe – and make sure that you discuss with your supervisor if this is not possible.
4. Be mindful of how your project or task fits into your organisation's goals or strategy and keep in mind the 'bigger picture'.
5. Ask follow up questions and repeat instructions where appropriate to ensure that you fully understand what is required of you.
6. Be prepared to take the lead in letting your supervisor know how you are progressing. You can follow these steps to ensure that your communication is clear:
 - i. Outline what task you are currently working on.
 - ii. Describe where you have reached in your progress.
 - iii. Outline any issues you have come across, or additional assistance you need.
 - iv. Provide an overview of outcomes from the task and/or next steps.
7. Expect to increase the complexity and responsibility of tasks as you become familiar with the work environment.
8. Keep to regular times for progress meetings with your supervisor to receive feedback and discuss the progress of the project. Having a designated time to ask questions and review your work is important.
9. **Enjoy your placement! Take time to chat and share a laugh with other employees, be prepared to give a hand where you can and most of all – show your enthusiasm for the opportunity to work alongside professionals in your field.**

Troubleshooting

While we make every endeavour to ensure that you are thoroughly prepared for your work placement, you may find that problems arise – or that you simply need some guidance as to how to manage a certain situation. Should you have any concerns, we encourage you to contact your academic mentor immediately. You may also find these tips useful in resolving problems.

You are unable to complete the work required of you.
<ul style="list-style-type: none"> • Confirm that you understand the task and that you have the skills, information or equipment and capabilities to execute it – ask for help or guidance when you need it. • Make sure you are working to your project brief and meeting your tasks in order of priority. • Ask your supervisor to repeat instructions, reflect back what your understanding of these is – and ask for clarification on anything you don't understand. • If you have been allocated extra tasks by other members of staff that your supervisor is not aware of, let him/her know. • Assess the timeframes of your tasks and make sure you are confident in being able to meet them – speak with your supervisor and/or academic mentor if you have any doubts.
You feel unsupported in your placement or cannot get time with your supervisor.
<ul style="list-style-type: none"> • Ask your supervisor how s/he would like you to work with her/him to ensure that your progress stays on track. • Speak with your academic mentor to ask for advice and support.
You find it hard to get motivated in the placement or are falling behind your timeframes.
<ul style="list-style-type: none"> • Are you feeling inhibited in asking for guidance or assistance? This is why regular catch up times are important. Start with some simple questions – you may want to write any concerns down prior to meeting. • Ask for feedback on how you are doing. Your supervisor is keen for you to succeed as much as you are, and don't forget you have access to academic support too. • If you are experiencing any other difficulties outside the placement, discuss these with your supervisor and academic mentor.
You feel unable to meet the expectations of the placement or feel overwhelmed.
<ul style="list-style-type: none"> • Speak to your academic mentor and ask if there is any background research or information that might help you. • Speak with your host supervisor – see if you can break up elements of work or tasks into more achievable goals. • Don't forget the support of your personal networks, family and friends. You may find that a reassuring chat is all you need to regain perspective and confidence. • Celebrate each small goal met and every achievement – even if simply by giving yourself a “pat on the back”!
You are injured during the placement.
<ul style="list-style-type: none"> • Ensure that you ask for and/or receive appropriate medical attention and notify your Academic Supervisor so that they can deal with insurance matters.

Conclusion checklist

Please make sure that you complete the following tasks upon the conclusion of your placement:

- Hand in all completed work.
- Make your supervisor aware of any uncompleted work, and where necessary hand this over to employees who may be involved in its completion.
- Return all equipment including tools, equipment, stationary, uniforms and access cards/keys.
- Clear out your designated work spaces.
- Farewell and thank other staff members for their assistance.
- Ask any remaining questions about employment opportunities and working in the industry.

You may also:

- o ask for a reference (although please note that supervisors are under no obligation to provide a reference)
- o wish to establish ongoing professional networks with your organisation (ask suitable colleagues if this is appropriate and what the best way is to do this; e.g. by email, coffee every couple of months or so, etc.).

Assessment and Evaluation

As part of placement students will be expected to make a presentation regarding the work you have done on placement. The presentation will be made to university staff and co-students but you may, as negotiated, include a presentation to staff of your host organisation as part of the placement.

Organisations are asked to provide feedback regarding both the student's performance, and the administrative arrangements from the University.

Students are asked to provide feedback on the placement, both in terms of your learning, the support from UniSA and any administrative arrangements by the University. The student evaluation form is available on the course home page.

Contacts

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