COURSE OUTLINE

CMN312 Industry Internship 1: Communication, Creativity and Design

School: School of Business and Creative Industries

2027 | Semester 1

UniSC Sunshine Coast	BLENDED LEARNING	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course is designed to provide you with experience in conducting research through work experience within an industry environment. Your internship will be designed cooperatively between you, your academic project supervisor, and the workplace supervisor.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Placement – Minimum of 104 hours in an industry placement.	104hrs	Week 1	Not Yet Determined
ONLINE			
Placement – Minimum of 104 hours in an industry placement.	104hrs	Week 1	Not Yet Determined

1.3. Course Topics

This course is designed to provide students with an experience in conducting research through work experience within an industry environment.

Topics include:

- Understanding contemporary workplaces, etiquette and work culture.
- Understanding and developing the required professional skills
- Applying theoretical perspectives to locate the relationship between the industry more broadly and the specific internship workplace.
- Teamwork and collaboration
- Reflecting on your growth as a creative practitioner and ability to work professionally.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...		GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1	Demonstrate a broad and coherent knowledge of professional skills and industry knowledge.	Engaged
2	Participate and reflect on the culture and expectations of the workplace and industry.	Engaged
3	Collaborate with responsibility and accountability for own learning and professional practice with an identified industry partner.	Engaged
4	Adapt theory and knowledge to describe the relationship between the Industry and your internship workplace.	Engaged
5	Reflect on the relationship between the internship and your growth as a creative practitioner.	Creative and critical thinker

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Completed 192 units and permission required for enrolment - please contact the Course Coordinator.

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Students should have knowledge and skills across Communication and/or Creative Industries and/or Design appropriate to an industry placement.

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Limited Grading (PNP)

Pass (PU), Fail (UF). All assessment tasks are required to be passed for successful completion of the course.

6.2. Details of early feedback on progress

Assessment item 1 will be assessed by Week 2, or by week 2 of the Workplace experience starting, providing feedback on the approach to the industry internship.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Plan	Individual	1000 words	Refer to Format	Online Assignment Submission with plagiarism check
All	2	Placement performance	Individual	Participation in agreed activities across all weeks	Throughout teaching period (refer to Format)	To Supervisor
All	3	Journal	Individual	2000 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Plan

GOAL:	This task sets you up to be successful in your internship. You will research the internship opportunity and plan the anticipated work and deliverables.
PRODUCT:	Plan
FORMAT:	Submit: Mid-way through internship - to be negotiated with supervisor. The plan will be submitted in a Word document via Blackboard, using appropriate academic citation, where required.The plan may contain headings and should cover the following: A summary of the industry partner. Details about the internship opportunity. A plan for activity based on initial meetings. A risk assessment. Anticipated benefits for student and industry partner
CRITERIA:	**No.** — **Learning Outcome assessed** 1 Examination of industry — 1 2 Description of required professional skills — 1 2 3 Identification of any possible risks and plan to mitigate against any possible risks — 1 4 Reflection on culture and expectations — 2 3 4
GENERIC SKILLS:	

All - Assessment Task 2: Placement Performance

GOAL:	You will develop knowledge and expertise through a placement experience, constructive feedback and mentoring. This task also enables you to become familiar with the professional code of conduct required for this experience.
PRODUCT:	Placement performance
FORMAT:	Placement performance will be evaluated by your internship supervisor. This assessment is made through observation, reporting from the Industry partner and based on conversations with the student, and the successful completion of the nominated internship. You will adhere to the discipline specific code of conduct which requires behaviour that is in accordance with professional and industry standards.
CRITERIA:	

No.		Learning Outcome assessed
1	Code of Conduct	1
2	Participation and evidence of collaboration	2
3	Reflection on reporting and feedback.	2

GENERIC SKILLS:	

All - Assessment Task 3: Journal

GOAL:	You will consolidate your experience and learning across the internship.
PRODUCT:	Journal
FORMAT:	Submit: At the end of the project - negotiated with supervisor. The reflective journal should be updated across the course, and should highlight key events, activities and opportunities as well as broader theoretical understandings and learning moments from participation with the industry.The journal can be kept using either a chronological approach or by theme (e.g. collaborations, activities, equipment, resourcing etc).The journal will be submitted in a Word document via Blackboard, using appropriate academic citation where required.
CRITERIA:	

No.		Learning Outcome assessed
1	Reflection on the culture and expectations of the workplace and industry.	1
2	Examination (using theory) of the relationship between the Industry and your internship workplace.	1 2 3 4
3	Analysis of your growth as a creative practitioner	2 3 4 5

GENERIC SKILLS:	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

> There are no required/recommended resources for this course.

8.2. Specific requirements

Students may need to work from the industry partner location.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

This course will be graded as Pass in a Limited Grade Course (PU) or Fail in a Limited Grade Course (UF) as per clause 4.1.3 and 4.1.4 of the Grades and Grade Point Average (GPA) - Institutional Operating Policy of the USC. In a course eligible to use Limited Grades, all assessment items in that course are marked on a Pass/Fail basis and all assessment tasks are required to be passed for a student to successfully complete the course. Supplementary assessment is not available in courses using Limited Grades.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au