Contract Cheating in Business Simulations: Detecting, Investigating, and Improving

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Background

- **Business Capstone** introduction

	Task	Completed	Value
1	Capstone® Business Simulation	Individual and Team	40%
2	Video Business Case Report	Individual	20%
3	eTests	Individual	20%
4	Company Presentation	Individual and Team	20%

- Multidisciplinary teams

- The classroom is a competitive environment

Why Simulate?

- View Alternative Strategies
- Enjoyable
- Selectivity vs Integration
- Compresses Time (1 Round=1 Year)
- Risk-Free

Decision Areas

Coordinate strategy and tactics across the following areas of the company:

R&D	**Marketing**
Production	**Finance**

Additional Modules

- HR
- TQM
- Labor Negotiations
- Advanced Marketing

The Beginning...

- ## Email from my instructor in Sydney:
  - I was quite shocked to read the comment about cheating in _____. If the comment is true, I am stunned that this is still occurring to this extent (3/5 groups is a very big problem) as I believed that this had largely been eliminated since Monte Carlo simulation had been introduced.

- ## My response:
  - F#*k......
  - Can you give me a call sometime?

eVALUate

- Sydney – semester 1, 2015
  - It is a shame that in my semester, I found a lot of people pay someone to do the competition. Means that they pay to the same person to control their market in the competition. Out of 5 groups there are 3 who shows dishonesty. It is pretty clear if you look at the annual report, as the numbers of debt, they play in different segments, The SAME R&D performance, the same TQM where they placed their monies in the segments. Im disappointed as well to the lecturer as there is no penalty for these groups
  - There should be more checking techniques/ assesments to evaluate if the students are doing their own work. I have found that there has been unethical behaviour from a large number of students, where they have gone to a third party to get them to work for them. This becomes unfair on the students who do their own work.

eVALUate

- Singapore – trimester 2A, 2015
  - In taking Business Capstone, I think the lecturer and other parties should be more aware on other students that have the intend to cheat in order to get full marks on the simulation.

eVALUate

- Miri, Malaysia – semester 2, 2015
  - Perhaps change the simulation strategy every year because its so predictable and students can ask help from their seniors
  - I am not sure how. But something need to be done to identify the cheaters. There are 3 groups in my class get help from the same senior. Only two group which is our group and the other group that compete fairly. I want to report that they are cheating but then I have not solid proof to provide the lecturer.
  - the marking of the simulation is based on benchmark. some group got helps from senior and get full marks. my group put a lot of efforts in the simulation but got low marks because it is based on the benchmark.
  - serious action taken for student who ask help for seniors

Evidence

Team 1 (accused of misconduct)	R1	R2	R3	R4	R5	R6	R7	R8	Total
Number of Uploads	3	1	1	1	1	1	1	1	10

Team 2 (accused of misconduct)	R1	R2	R3	R4	R5	R6	R7	R8	Total
Number of Uploads	1	2*	1	6*	5*	1	4*	6	26

*In these cases, successive uploads made no changes to the originally uploaded decisions. Effectively, therefore, the number of uploads in this Round was 1.

Team 3 (accused of misconduct)	R1	R2	R3	R4	R5	R6	R7	R8	Total
Number of Uploads	3*	5*	2*	2*	2*	2	4*	3**	23

*In these cases, successive uploads made no changes to the originally uploaded decisions. Effectively, therefore, the number of uploads in this Round was 1.

**In this case, the third upload was the same as the second.

By way of comparison, the submission profile of three other groups is shown below.

On each upload, a number of changes were made.

	R1	R2	R3	R4	R5	R6	R7	R8	Total
Group D Uploads	1	3	1	7	10	10	2	11	45
Group E Uploads	5	6	5	3	7	2	5	2	32
Group F Uploads	7	8	7	6	8	9	4	2	51

Evidence

- ## Round 1 – Team 1 (accused of misconduct)

Product Decisions

ProductName	Baker	Bead	Bid	Bold	Buddy	NA	NA	NA
Performance	6.7	3.7	9.9	11.1	5.4	0.0	0.0	0.0
Size	14.2	17.2	11.1	15.5	9.8	0.0	0.0	0.0
MTBFrdSpec	17500	12000	23000	27000	19000	0	0	0
Price	27.99	20.79	39.50	34.50	34.50	0.00	0.00	0.00
PromoBudget	1400	1400	1400	1400	1400	0	0	0
SalesBudget	1700	1700	1400	1400	1400	0	0	0
UnitSalesForecast	1500	1500	450	450	450	0	0	0
ProductionOrdered	1500	2300	410	382	350	0	0	0
CapacityChange	0	0	0	0	0	0	0	0
AutomationNextRound	4.0	8.0	3.0	3.0	3.0	0.0	0.0	0.0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	13660	0	0.00	0	0	0	30	30

Evidence

- Round 1 – Team 2 (accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	6.5	3.7	9.9	11.1	5.4	0.0	0.0	0.0
Size	14.4	17.2	11.1	15.5	9.8	0.0	0.0	0.0
MTBFrdSpec	17500	12000	23000	27000	19000	0	0	0
Price	27.97	20.90	39.50	34.50	34.50	00.00	00.00	00.00
PromoBudget	1250	1300	1300	1350	1350	0	0	0
SalesBudget	1500	1700	1500	1500	1500	0	0	0
UnitSalesForecast	1650	2400	500	500	500	0	0	0
ProductionOrdered	1500	2500	460	430	440	0	0	0
CapacityChange	-50	50	0	0	0	0	0	0
AutomationNextRound	4.0	8.5	3.0	3.0	3.0	0.0	0.0	0.0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	13660	0	00.00	0	0	5500	30	30

NA

NA

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Evidence

- ## Round 1 – Team 3 (accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	6.7	3.7	9.9	11.1	5.4	0.0	0.0	0.0
Size	14.2	17.2	11.1	15.5	9.9	0.0	0.0	0.0
MTBFrdSpec	17500	12000	23000	27000	19000	0	0	0
Price	28.50	20.75	39.50	34.50	34.50	00.00	00.00	00.00
PromoBudget	1450	1350	1300	1300	1350	0	0	0
SalesBudget	1650	1700	1200	1350	1400	0	0	0
UnitSalesForecast	1500	2000	400	350	300	0	0	0
ProductionOrdered	1400	2200	410	420	360	0	0	0
CapacityChange	0	0	0	0	0	0	0	0
AutomationNextRound	4.0	8.0	3.0	3.0	3.0	0.0	0.0	0.0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	12000	0	00.00	0	0	0	30	30

Evidence

- ## Round 1 – Team 4 (NOT accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	6.4	2.9	10.5	11.1	5.4	0.0	0.0	0.0
Size	14.5	18.0	10.4	15.5	9.8	0.0	0.0	0.0
MTBFrdSpec	17500	14000	24000	27000	19000	0	0	0
Price	27.30	20.20	37.50	32.40	32.40	00.00	00.00	00.00
PromoBudget	500	400	1000	700	800	0	0	0
SalesBudget	800	700	1200	850	800	0	0	0
UnitSalesForecast	1800	1700	440	418	356	0	0	0
ProductionOrdered	1611	1661	400	340	294	0	0	0
CapacityChange	-300	-200	-100	-100	0	0	0	0
AutomationNextRound	5.0	8.0	3.0	3.0	3.0	0.0	0.0	0.0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	13660	0	00.15	0	0	18994	30	30

Evidence

- ## Round 1 – Team 5 (NOT accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	6.4	4.2	10.5	11.1	5.4	0.0	0.0	0.0
Size	14.5	16.7	10.4	15.5	9.8	0.0	0.0	0.0
MTBFrdSpec	17600	14100	23200	25500	19200	0	0	0
Price	24.89	19.89	36.89	31.89	31.89	00.00	00.00	00.00
PromoBudget	900	900	1100	800	1000	0	0	0
SalesBudget	900	900	1100	800	1000	0	0	0
UnitSalesForecast	2200	2000	900	600	600	0	0	0
ProductionOrdered	2000	2000	900	600	600	0	0	0
CapacityChange	0	0	0	0	0	0	0	0
AutomationNextRound	4.0	5.0	3.0	3.0	3.0	0.0	0.0	0.0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	13660	0	00.10	0	0	0	30	30

Evidence

- ## Round 1 – Team 6 (NOT accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	5.7	2.4	9.6	10.1	4.7	0.0	0.0	0.0
Size	15.2	18.5	11.3	16.2	10.8	0.0	0.0	0.0
MTBFrdSpec	17500	14000	23000	25000	19000	0	0	0
Price	29.50	24.00	38.00	35.99	33.50	00.00	00.00	00.00
PromoBudget	1500	1400	1300	1140	1200	0	0	0
SalesBudget	1400	1350	1250	1100	1250	0	0	0
UnitSalesForecast	2200	2500	600	470	580	0	0	0
ProductionOrdered	2200	2000	550	440	550	0	0	0
CapacityChange	-200	-100	-80	-80	-50	0	0	0
AutomationNextRound	4.0	5.0	3.0	3.0	3.0	0.0	0.0	0.0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	2500	0	00.00	0	0	12500	30	30

Evidence

- ## Round 2 – Team 1
  (accused of misconduct)

Product Decisions

ProductName	Baker	Bead	Bid	Bold	Buddy	Botak	NA	NA
Performance	7.1	3.7	11.0	12.1	6.1	12.3	0.0	0.0
Size	13.8	17.2	10.0	14.8	8.8	8.6	0.0	0.0
MTBFrdSpec	17000	12000	23000	27000	19000	23000	0	0
Price	27.45	19.90	39.00	34.00	34.00	00.00	00.00	00.00
PromoBudget	1500	1100	1600	1400	1400	1600	0	0
SalesBudget	4180	3520	1100	1100	1100	0	0	0
UnitSalesForecast	2000	2800	650	650	650	0	0	0
ProductionOrdered	2350	2800	800	700	700	0	0	0
CapacityChange	0	150	0	0	0	200	0	0
AutomationNextRound	5.0	10.0	4.0	4.0	4.0	4.0	0.0	0.0

Marketing Decisions

MKTGPrimarySeg	Trad	Low	High	Perf	Size	0	0	0
MKTGPrintMedia	450	350	100	150	400	100	0	0
MKTGDirectMail	450	350	400	150	100	400	0	0
MKTGWebMedia	150	50	400	400	400	400	0	0
MKTGEmail	150	50	400	400	400	400	0	0
MKTGTradeShows	300	300	300	300	100	300	0	0
ProductName	Baker	Bead	Bid	Bold	Buddy	Botak	NA	NA
MKTGSalesPriorities	0.38	0.32	0.10	0.10	0.10	0.00	0.00	0.00
MKTGSalesBudget	Resources	Trad	Low	High	Perf	Size		
MKTGOutsideSales	32	6	8	6	6	6	0.00	0.00
MKTGInsideSales	62	12	14	12	12	12	0.00	0.00
MKTGDistributors	39	9	9	7	7	7	0.00	0.00
MKTGReports	0	0	0	0	0	0	0	0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	10000	0	00.00	0	0	15000	30	7

Evidence

- ## Round 2 – Team 2
  (accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	7.1	3.7	11.0	12.1	6.1	0.0	0.0	0.0
Size	13.8	17.2	10.1	14.8	8.8	0.0	0.0	0.0
MTBFrdSpec	17500	12000	23000	27000	19000	0	0	0
Price	27.50	19.50	39.00	34.00	34.00	0.00	0.00	0.00
PromoBudget	1800	1800	1400	1500	1900	0	0	0
SalesBudget	3255	4340	1085	1085	1085	0	0	0
UnitSalesForecast	1800	2500	550	550	550	0	0	0
ProductionOrdered	1650	2600	670	700	550	0	0	0
CapacityChange	0	150	0	0	0	0	0	0
AutomationNextRound	5.0	10.0	4.0	4.0	4.0	0	0	0

Marketing Decisions

MKTGPrimarySeg	Trad	Low	High	Perf	Size	0	0	0
MKTGPrintMedia	450	450	200	200	300	0	0	0
MKTGDirectMail	450	450	300	200	300	0	0	0
MKTGWebMedia	300	300	300	400	500	0	0	0
MKTGEmail	300	300	300	400	500	0	0	0
MKTGTradeShows	300	300	300	300	300	0	0	0
ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
MKTGSalesPriorities	0.3	0.4	0.1	0.1	0.1	0	0	0
MKTGSalesBudget	Resources Trad	Low	High	Perf	Size			
MKTGOutsideSales	32	6	8	6	6	6	0.00	0.00
MKTGInsideSales	63	13	14	12	12	12	0.00	0.00
MKTGDistributors	37	7	9	7	7	7	0.00	0.00
MKTGReports	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	5000	0	0.00	0	0	10000	30	30

Evidence

- ## Round 2 – Team 3
  (accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	Emm	NA	NA
Performance	7.1	3.7	11.0	12.1	6.1	12.3	0.0	0.0
Size	13.8	17.2	10.2	14.8	8.8	8.6	0.0	0.0
MTBFrdSpec	17000	12000	23000	27000	19000	23000	0	0
Price	27.50	19.20	39.00	34.00	34.00	00.00	00.00	00.00
PromoBudget	1500	1500	1600	1350	1600	1400	0	0
SalesBudget	2812	3937	1125	2250	1125	0	0	0
UnitSalesForecast	1800	2500	650	600	600	0	0	0
ProductionOrdered	2000	2800	850	800	800	0	0	0
CapacityChange	0	100	0	0	0	200	0	0
AutomationNextRound	5.0	10.0	3.0	3.5	3.5	3.0	0.0	0.0

Marketing Decisions

MKTGPrimarySeg	Trad	Low	High	Perf	Size	High	0	0
MKTGPrintMedia	600	600	100	0	300	200	0	0
MKTGDirectMail	600	600	400	0	0	300	0	0
MKTGWebMedia	0	0	400	500	500	300	0	0
MKTGEmail	0	0	400	550	500	300	0	0
MKTGTradeShows	300	300	300	300	300	300	0	0
ProductName	Eat	Ebb	Echo	Edge	Egg	Emm	NA	NA
MKTGSalesPriorities	0.25	0.35	0.10	0.20	0.10	0.00	0.00	0.00
MKTGSalesBudget	Resources Trad		Low	High	Perf	Size		
MKTGOutsideSales	34	7	8	8	6	5	0.00	0.00
MKTGInsideSales	64	13	16	10	12	13	0.00	0.00
MKTGDistributors	38	8	8	8	7	7	0.00	0.00
MKTGReports	0	0	0	0	0	0	0	0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	19579	0	00.00	0	0	0	30	30

Evidence

- Round 2 – Team 4 (NOT accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	7.1	3.0	10.5	11.7	5.8	0.0	0.0	0.0
Size	13.8	18.0	10.4	15.1	9.2	0.0	0.0	0.0
MTBFrdSpec	17500	12000	24000	25000	17000	0	0	0
Price	26.50	19.99	38.50	32.40	33.50	0.00	0.00	0.00
PromoBudget	2300	2100	800	1440	1360	0	0	0
SalesBudget	1128	1034	940	799	799	0	0	0
UnitSalesForecast	1300	1590	541	680	690	0	0	0
ProductionOrdered	692	1590	514	680	631	0	0	0
CapacityChange	-700	0	-300	0	-150	0	0	0
AutomationNextRound	5.0	8.0	3.0	3.0	3.0	0.0	0.0	0.0

Marketing Decisions

MKTGPrimarySeg	Trad	Low	High	Perf	Size	0	0	0
MKTGPrintMedia	700	700	100	140	160	0	0	0
MKTGDirectMail	700	700	100	100	100	0	0	0
MKTGWebMedia	500	300	200	500	500	0	0	0
MKTGEmail	100	100	100	400	400	0	0	0
MKTGTradeShows	300	300	300	300	200	0	0	0
ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
MKTGSalesPriorities	0.24	0.22	0.2	0.17	0.17	0	0	0
MKTGSalesBudget	Resources	Trad	Low	High	Perf	Size		
MKTGOutsideSales	16	4	4	4	2	2	0.00	0.00
MKTGInsideSales	26	5	3	6	6	6	0.00	0.00
MKTGDistributors	14	3	3	3	3	2	0.00	0.00
MKTGReports	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	2000	0	0.15	0	0	3000	30	30

Evidence

- Round 2 – Team 5 (NOT accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	Eve	NA	NA
Performance	6.9	4.5	10.5	12.1	6.1	0.0	0.0	0.0
Size	14.0	16.4	10.4	14.8	8.8	0.0	0.0	0.0
MTBFrdSpec	17610	14100	23200	25550	19250	0	0	0
Price	24.89	19.99	36.89	32.39	32.19	00.00	00.00	00.00
PromoBudget	900	900	1120	970	1060	0	0	0
SalesBudget	944	944	1475	1298	1239	0	0	0
UnitSalesForecast	2000	2300	600	600	520	0	0	0
ProductionOrdered	1700	2300	270	490	320	0	0	0
CapacityChange	-100	500	-300	-100	-200	600	0	0
AutomationNextRound	4.0	5.0	5.0	5.0	5.0	0.0	0.0	0.0

Marketing Decisions

MKTGPrimarySeg	Trad	Low	High	Perf	Size	0	0	0
MKTGPrintMedia	260	250	150	110	220	0	0	0
MKTGDirectMail	260	250	150	110	220	0	0	0
MKTGWebMedia	100	180	220	150	300	0	0	0
MKTGEmail	100	110	300	300	220	0	0	0
MKTGTradeShows	180	110	300	300	100	0	0	0
ProductName	Eat	Ebb	Echo	Edge	Egg	Eve	NA	NA
MKTGSalesPriorities	0.16	0.16	0.25	0.22	0.21	0.00	0.00	0.00
MKTGSalesBudget	Resources	Trad	Low	High	Perf	Size		
MKTGOutsideSales	24	2	3	7	5	7	0.00	0.00
MKTGInsideSales	22	4	2	4	8	4	0.00	0.00
MKTGDistributors	18	6	6	2	2	2	0.00	0.00
MKTGReports	0	0	0	0	0	0	0	0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	1000	0	00.10	0	0	0	30	30

Evidence

- ## Round 2 – Team 6 (NOT accused of misconduct)

Product Decisions

ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
Performance	6.4	2.4	10.5	11.1	5.4	0.0	0.0	0.0
Size	14.5	18.5	10.4	15.5	9.8	0.0	0.0	0.0
MTBFrdSpec	17500	14000	23000	25000	19000	0	0	0
Price	28.25	20.55	37.65	32.85	32.75	00.00	00.00	00.00
PromoBudget	1640	1500	1400	1620	1650	0	0	0
SalesBudget	2376	2178	1980	1683	1683	0	0	0
UnitSalesForecast	1450	1900	630	450	455	0	0	0
ProductionOrdered	2200	1600	550	350	550	0	0	0
CapacityChange	0	0	0	0	0	0	0	0
AutomationNextRound	4.0	5.0	3.0	3.0	3.0	0.0	0.0	0.0

Marketing Decisions

MKTGPrimarySeg	Trad	Low	High	Perf	Size	0	0	0
MKTGPrintMedia	350	300	280	350	350	0	0	0
MKTGDirectMail	340	300	280	310	320	0	0	0
MKTGWebMedia	370	300	280	360	380	0	0	0
MKTGEmail	280	300	280	300	300	0	0	0
MKTGTradeShows	300	300	280	300	300	0	0	0
ProductName	Eat	Ebb	Echo	Edge	Egg	NA	NA	NA
MKTGSalesPriorities	0.24	0.22	0.20	0.17	0.17	0.00	0.00	0.00
MKTGSalesBudget	Resources	Trad	Low	High	Perf	Size		
MKTGOutsideSales	34	6	5	6	10	7	0.00	0.00
MKTGInsideSales	50	9	10	10	11	10	0.00	0.00
MKTGDistributors	31	5	5	6	8	7	0.00	0.00
MKTGReports	0	0	0	0	0	0	0	0

Finance Decisions

FinanceFunction	StIssue	StRetire	Dividend	ShortDebt	BondRetire	BondIssue	AR	AP
FinanceDecisions	0	0	00.00	5	10000	3800	30	30

The Process

ACADEMIC MISCONDUCT

1. REPORTING
- Alleged Academic Misconduct is reported to Head of School (HoS)
- HoS determines if there are grounds to warrant further investigation → NO / YES
- HoS decides if student should be counselled regarding appropriate behaviour → NO: No further action, inform student / YES: Arrange for student to be counselled regarding appropriate behaviour

2. INQUIRY
- HoS initiates inquiry (may be undertaken by HoS or an appointed Inquiry Officer (IO))
- HoS/IO informs student of allegation and gives 7 days minimum to respond in writing
- If an IO is appointed, IO provides a report of their findings to the HoS
- HoS determines if Academic Misconduct has occurred and completes report → NO / UNSURE / YES
- HoS determines if student should be counselled regarding appropriate behaviour → NO: No further action, inform student / YES: Arrange for student to be counselled regarding appropriate behaviour

3. PENALTY (SDP)
- HoS provides report to the Chair of the Student Discipline Panel (SDP)
- SDP determines Category 1 penalty
- Chair of the SDP notifies student and Academic Registrar (AR) of determination and penalty imposed
- Appeal right to PVC (see 5 below)

4. PENALTY (BoD)
- SDP determines that a Category 2 penalty may be warranted
- SDP refers matter to the AR to convene a Board of Discipline (BoD)
- AR notifies student of BoD and gives student a minimum of 7 days to provide a written submission in relation to SDP recommendation and possible penalty
- BoD considers AO report, SDP recommendation, and student submission and determines penalty
- BoD notifies student and AR of penalty imposed → No Appeal Submitted / Appeal right to SDAB (see 6 below)

5. APPEAL (TO PVC)
- Student lodges an appeal against determination of AO and/ or penalty imposed by SDP. Appeal submitted in writing to Faculty PVC c/o AR within 14 days of notification of outcome
- AR refers student appeal to the relevant Pro Vice Chancellor (PVC).
- PVC(or nominee) hears appeal within 28 days of receipt of notice of appeal
- PVC(or nominee) gives 7 days notice to the relevant parties of the date and time of hearing and to provide written submissions
- Student has the right of appearance before the PVC(or nominee) for an appeal hearing
- PVC (or nominee) considers appeal and decides to uphold or vary either determination or penalty
- PVC (or nominee) notifies AR and student of decision. Decision is final and higher penalty can be imposed.

6. APPEAL (TO SDAB)
- Student lodges an appeal against a penalty imposed by the BoD. Appeal submitted in writing to SDAB c/o AR within 14 days of notification of outcome
- AR refers student appeal to the Chair of the Student Discipline Appeals Board (SDAB)
- SDAB hears appeal within 28 days of receipt of notice of appeal
- Chair of the SDAB gives 7 days notice to the relevant parties of the date and time of hearing and to provide written submissions
- Student has the right of appearance before the SDAB for an appeal hearing
- SDAB considers appeal and decides to uphold or vary either determination or penalty
- Chair of the SDAB notifies AR and student of decision. Decision is final and higher penalty can be imposed.

The Result

- "**Category 1 Penalty**" means one or more of the following:
  a) a formal warning or admonishment, or both;
  b) a requirement for the Student to attend counselling or a lecture, seminar, workshop or similar activity;
  c) a reduced or nil grade in respect of the assessable item in which the Academic Misconduct occurred;
  d) a requirement for the Student to repeat the assessment (but with a reduced maximum mark);
  e) **an ANN grade for the unit in which Academic Misconduct occurred;**
  f) ANN grades for one or more other units assessed in the same study period as the unit in which Academic Misconduct occurred;
  g) suspension of all or any of a Student's rights and privileges within the University for a period of up to 1 month

So now what?

- Changes to the course, including:

  - Board Shake-up
    A Board Shake-up has been introduced. In order to mirror the reality of the workplace, at the completion of competition round 4 (the mid-point of the competition), a member of each team will be chosen at random to switch companies. Teams will be required to integrated their new member into the team, and protect their strategy from their exiting member.

So now what?

- Changes to the course, including:

  - Presentation
    A re-format of the company presentation has occurred. Students now act as a Corporate Advisory Division of an independent consulting organisation and will present on a company that is not their own. The purpose of this is to ensure students have a thorough understanding of the Business Simulation. It further acts to prepare students for challenges working in consultancies, as research shows a greater number of graduates start their careers here rather than at the C-Suite level.

So now what?

- # Changes to the course, including:

  - ## Anonymous Feedback facility

Professor Comments

Students may use the link below to submit any Capstone course feedback anonymously. Be sure to include your industry ID (the "C" number) so we know the section for which you are providing feedback.

http://goo.gl/forms/FFBeJBv1sS

Note: Holding "Control" on your keyboard and then left clicking the link will open the feedback form in a new window.

Welcome: Here's How to Get Started

From the Getting Started link in the menu on the left, please review the Rehearsal Tutorial and Situation Analysis.
Those activities should take you two hours.

The Rehearsal Tutorial quickly and easily moves you up the learning curve of the simulation software. The software is your decision making tool, taking time to complete the rehearsal ensures you'll avoid costly operational errors in the first rounds.
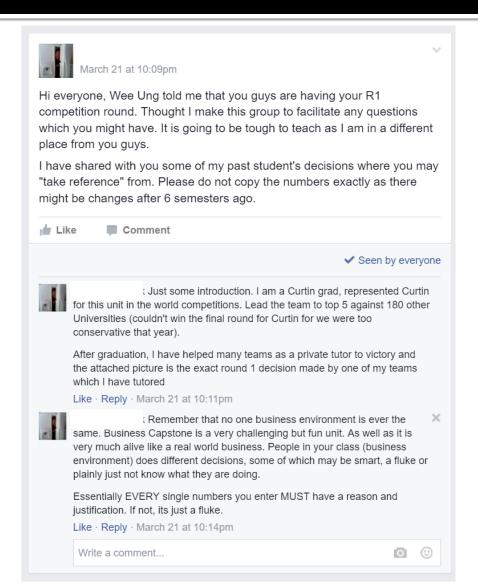
The Situation Analysis gives you a complete picture of the marketplace and industry structure. You'll learn the market segment growth rates, discover optimal margins and get a complete picture of how your customers view your current portfolio of products.
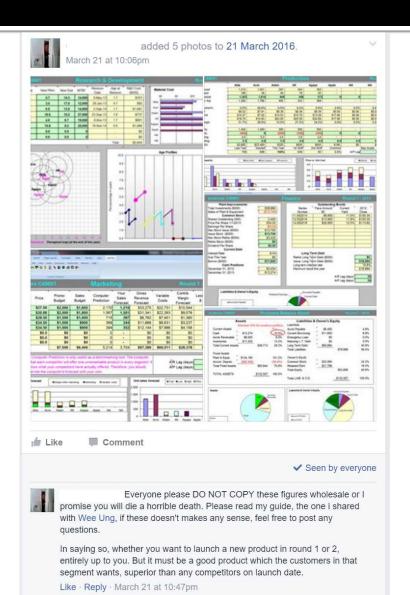
WANT TIPS TO PERFORM BETTER?
Follow us on Twitter and Facebook to get important tips and answers to common questions.

Best of luck with the simulation!

And then...

March 21 at 10:09pm

Hi everyone, Wee Ung told me that you guys are having your R1 competition round. Thought I make this group to facilitate any questions which you might have. It is going to be tough to teach as I am in a different place from you guys.

I have shared with you some of my past student's decisions where you may "take reference" from. Please do not copy the numbers exactly as there might be changes after 6 semesters ago.

👍 Like   💬 Comment

✔ Seen by everyone

: Just some introduction. I am a Curtin grad, represented Curtin for this unit in the world competitions. Lead the team to top 5 against 180 other Universities (couldn't win the final round for Curtin for we were too conservative that year).

After graduation, I have helped many teams as a private tutor to victory and the attached picture is the exact round 1 decision made by one of my teams which I have tutored

Like · Reply · March 21 at 10:11pm

: Remember that no one business environment is ever the same. Business Capstone is a very challenging but fun unit. As well as it is very much alive like a real world business. People in your class (business environment) does different decisions, some of which may be smart, a fluke or plainly just not know what they are doing.

Essentially EVERY single numbers you enter MUST have a reason and justification. If not, its just a fluke.

Like · Reply · March 21 at 10:14pm

Write a comment...   📷 😊

And then...

added 5 photos to 21 March 2016.
March 21 at 10:06pm

👍 Like   💬 Comment

✔ Seen by everyone

Everyone please DO NOT COPY these figures wholesale or I promise you will die a horrible death. Please read my guide, the one i shared with Wee Ung, if these doesn't makes any sense, feel free to post any questions.

In saying so, whether you want to launch a new product in round 1 or 2, entirely up to you. But it must be a good product which the customers in that segment wants, superior than any competitors on launch date.

Like · Reply · March 21 at 10:47pm

And then…

Round 1 is over and I have seen many mistakes ur team has made to even list down one by one. Seems like some team members are too stubborn to heed any of my advise. Unfortunately u guys have lost a chance of a good head start and other teams are pretty competitive.

Like · Reply · April 6 at 10:15pm

you know, some of my team mates think they can do well by themselves, they dont want to take others opinion, I am trying to talk to them but...
I will disscuss with them today coz they still have no idea on marketing

And then…

In Summary, Why Bother?

- I am in a unique position within Curtin University's Commerce degree

- I want students to learn…

- I have four Curtin University degrees!

Thank you for your attention
Any questions/comments?

Dr Michael Baird
michael.baird@cbs.curtin.edu.au

Curtin University