National Call Centre 0861 IMM 476

National Office Atlas Studios, 33 Frost Avenue, Braamfontein Werf, 2193 P O Box 91820, Auckland Park, 2006 Tel + 27 (0)11 628 2000, Fax +27 (0)11 726 4505, Email info@immgsm.ac.za www.immgsm.ac.za



7 April 2020

#### Memorandum: May 2020 exam update with respect to COVID-19 lockdown

#### Dear IMM Student

I hope you are all doing well during this lockdown, wherever you may find yourselves! The last 2 weeks have been the most disruptive and frightening, certainly that I have experienced in my career. Having said that, the response that I have seen from our IMM community - students, lecturers and staff alike - has been incredible, brave and a testament to your passion for and commitment to education.

The situation unfortunately still remains extremely unpredictable. As we mentioned previously, we have made a number of contingency plans to allow for the seamless and safe completion of the May 2020 examinations and we have now decided to formalise these plans and implement them over the next few weeks. This memorandum sets out all the detailed information you will need to prepare.

These changes have been well considered. I can assure you that the entire IMM leadership team has debated and discussed all the options at great length and we collectively are certain that the revised schedule and format is the best alternative for our student community. I think you will agree.

As you have probably already experienced, we are fortunate that the IMM Graduate School is at the forefront of online education. Our online and digital capabilities are in place and have been deployed more extensively to ensure minimal impact to your academic journey.

I also want to take the opportunity to update you on the health of our community and let you know that we continue to be blessed to not have any COVID-19 incidents within our community.

# Revised May 2020 examinations: format and schedule

The May 2020 examinations will be replaced by a final summative assessment ("Final Assessment") that is to be completed by students remotely and uploaded digitally to eLearn.

This new Final Assessment format (remote and online) has been implemented to replace the typical examination requiring students to be physically present in an examination centre and has specifically been designed in order to avoid any 'social gatherings' and the risk of contagion.

Details of the Final Assessment format and schedule are set out below. Please take time to familiarise yourself with all the implications and contact IMM Graduate School support staff should you require any help or clarification:

#### Most important aspects of the Final Assessment

- All Final Assessments are structured as 'Open Book Assessments'. In other words, students will be allowed and able to access any of their study material, both physical notes and digital resources (note: students should still prepare for the Final Assessment as if they were writing a typical exam).
- Final Assessments are to be completed by each student alone and no syndication or collaboration is permitted.
- The Final Assessment question paper will become available on eLearn (digitally) at the start of the session and should be immediately downloaded by students.
- The Final Assessment answers can be completed offline **but** must be uploaded to eLearn prior to the submission deadline.

Student Support Centres							Administrative Office
Claremont	Greenstone	Lynnwood	Milpark	Morningside	Sandton	Stellenbosch	Zimbabwe
Level 3, Stadium on Main,	Stoneridge Office Park,	408 Lynnwood Road,	Level 3, Atlas Studio,	245 Peter Mokaba Road,	Grayston Ridge Office Park,	C/O Drukkers Road and	21 Lezard Avenue,
Main Road, Claremont,	Building B, 8 Greenstone Place,	Lynnwood,	33 Frost Avenue,	Corner Valley View Road,	144 Katherine Street,	Papegaairand Road,	Milton Park,
Cape Town	Greenstone Hill, Edenvale	Pretoria	Braamfontein Werf	Morningside, Durban	Sandton	Stellenbosch	Harare
Tel +27 (0)21 671 4426	Tel +27 (0)11 609 5003	Tel +27 (0)81 756 6016	Tel +27 (0)11 628 8029	Tel +27 (0)31 312 2239	Tel +27 (0)11 783 6662	Tel +27 (0)21 883 9102	Tel +263 (0)4 700 963

The IMM Graduate School of Marketing is registered with the Department of Higher Education and Training as a Private Higher Education Institution under the Higher Education Act, 1997. Registration Certificate number 2000/HE07/013. Reg. No. 1998/024327/07 Directors: Peter J Rowse | Nigel C Tattersall | Andreas D van Zyl

- Students will have a set period of time (6 hours for undergraduate modules and 8 hours for postgraduate modules) to complete the Final Assessment.
- The Final Assessment has been designed to be completed in no longer than 3 hours for undergraduate modules and no longer than 4 hours for postgraduate modules. In other words, students will have a substantial amount of time to review and complete the Final Assessment and contend with unforeseen circumstances such as load shedding.
  - For undergraduate modules: the Final Assessment schedule will be divided into 2 x 6 hours sessions per day:
    - Morning session: 8:00am 2:00pm
      - Afternoon session: 2:00pm 8:00pm
- For postgraduate modules: the Final Assessment schedule will have only 1 session per day
  - Morning session: 8:00am 4:00pm
- The revised Final Assessment schedule will start on Monday, 18 May 2020 and finish on Friday, 29 May 2020. See attached detailed Final Assessment timetable or <u>click here</u>.
- The Final Assessment will count out of 100 marks and will contribute 60% towards the final module mark or grade (as was the case with the written exam). The remaining 40% of the module mark will continue to be contributed by either the two assignments or the project completed prior to the exam.
- The results of the Final Assessments will be released between 24 June 2020 and 26 June 2020.

# **Further regulations for Final Assessment**

- The Final Assessment is compulsory for all modules and will replace the physical writing of the May 2020 examination question papers. In other words, students will not be able to successfully pass any module without completing the Final Assessment.
- Students may submit a Final Assessment whether they have completed the assignments for that module or not. Pass/fail criteria for each module remain in place, unchanged.
- The Final Assessment due date (see detailed <u>Final Assessment timetable</u>) refers to the date and time until which the assessment upload will be accepted. No late submissions will be accepted.
- There will be no supplementary exams nor resubmissions (in the case of projects or reports) for semester 1 2020.
- As in the case with written examinations, feedback will not be available on Final Assessment submissions, and neither will these Final Assessments be viewable. Final semester results will be released via the student portal.

# Final Assessment policies with respect to syndication, plagiarism and other transgressions

- Due to the remote completion of the Final Assessment and the increased risk of syndication, IMM Graduate School will be strictly implementing its examination transgression procedures and policies (as contained in the <u>Student Inquiry /</u><u>Hearing Policy</u>).
- For the entire duration of the Final Assessment session, students are not permitted to discuss the assessment with either other students or any other person.
- Students are not permitted to solicit help or advice from any other 3rd party.
- All answers must be completed "in your own words" with your own insights and opinions. For example, merely repeating passages from a textbook or any online source will result in zero marks being awarded.
- In instances where any of the following occur:
  - A submission document is suspected of possible syndication or plagiarism;
  - There is any indication that answers were shared amongst students via any internet communication channel or social media channel;
- The necessary disciplinary procedures will be strictly implemented.
- Up to 5 marks may be deducted for spelling errors.

# **Uploading of Final Assessment**

The Final Assessment will be uploaded in the same manner as Assignment 1 (semester 1 2020) and will follow a simple **two step** process:

# Step 1:

- Save the Final Assessment document as a **PDF** (do not scan it). Word documents will NOT be accepted.
- Upload the Final Assessment PDF to Check my Work for Similarity (Turnitin).
- Download the **similarity repor**t.
  - Note: By uploading to Turnitin you have NOT submitted the actual assessment for grading.

Step 2:

- Upload the above-mentioned similarity report for grading in "Upload FINAL ASSESSMENT" activity on eLearn.
- You may also use the MoodleApp on your smartphone to upload the Final Assessment.
- IMPORTANT TIP: use the last hour of the allocated time to UPLOAD your Final Assessment.

#### Financial and Numeracy based Modules:

A **handwritten**, scanned document will only be accepted for financial or numeracy based modules. Either take a photo of each handwritten page or scan the pages and upload to eLearn (Step 2). A similarity report through Turnitin is not required in this case only.

**Important to note:** If you fail to follow these instructions carefully, the IMM Graduate School cannot accept responsibility for the non-marking of the Final Assessment upload.

#### Further requirements and expectations

Student requirements for Final Assessment:

- Access to the internet for:
  - downloading the final Assessment question paper, and
  - uploading the Final Assessment answers to Turnitin and the similarity report to eLearn.
- Access to computer (or similar device) to complete Final Assessment electronically students may work-offline to complete the answers.
- Included on every page as header (top of page):
  - IMM Graduate School student number
  - Module Code eg (MAR303B)
  - Page X of Y (e.g. Page 3 of 5 this numbering convention must be used for every page of your Final Assessment)
- There is no word limit on the Final Assessment, however, students are encouraged to produce concise, well-formulated answers, in a neat and properly structured format
- Tip: spellcheck your Final Assessment using English (South Africa) or English (UK).
  - The following is not required for the Final Assessment:
    - A reference list and in-text referencing
      - Contents page

Should you require assistance before or during the Final Assessment, please contact helpme@immgsm.ac.za. Should the IMM Graduate School be required to communicate module specific information to students during the Final Assessment, SMS messages will be sent and if needed, further messages on the eDiscussion Forum will be posted.

We will continue to support our students in every possible way to ensure that you receive all the assistance possible in order to successfully complete your studies this semester. And we will continue to communicate further updates and clarifications to these plans over the course of the next few weeks.

Study hard and stay safe!

Kind regards

Dalein van Zyl

CEO IMM Graduate School



# Image: Image

The IMM Graduate School of Marketing is registered with the Department of Higher Education and Training as a Private Higher Education Institution under the Higher Education Act, 1997. Registration Certificate number 2000/HE07/013.