



Frequently Asked Questions

Date updated: June 2022

	Question	Answer
	Student Orientation and Communication	
1	What career-boosting programmes can I study through the IMM Graduate School?	<p>The IMM Graduate School has a wide range of industry-endorsed, world-class programmes to take your career to the next level. With higher certificates, a marketing diploma and degrees on offer, you can choose the programme that best suits your current schedule and overall goals.</p> <ul style="list-style-type: none"> ● Higher Certificate in Marketing – SAQA ID: 118439 ● Higher Certificate in Export Management – SAQA ID: 79427 ● Higher Certificate in Supply Chain Management - SAQA ID: 117683 ● Diploma in Marketing Management – SAQA ID: 79546 ● Bachelor of Business Administration (BBA) in Marketing Management – SAQA ID: 118283 ● Bachelor of Commerce (BCom) in Marketing and Management Science – SAQA ID: 90737 ● Bachelor of Commerce (BCom) in International Supply Chain Management – SAQA ID: 110628 ● Postgraduate Diploma in Marketing Management - SAQA ID: 78946 ● Bachelor of Philosophy (BPhil) Honours in Marketing Management – SAQA ID: 79366 ● Bachelor of Commerce (BCom) Honours in Supply Chain Management - SAQA ID: 117085 ● Master of Philosophy (MPhil) in Marketing – SAQA ID: 86806
2	Are the modules done in a year or a semester?	All modules are semester modules, giving you the freedom to start a new module either at the beginning of the year or mid-year. This way, you get a head start to your studies without having to mark time for an additional 6 months.

3	Where are the Student Support Centres situated?	We are committed to seeing all students achieve their academic and career ambitions and have set up a number of Student Support Centres to help students on their journeys to success. Student Support Centres are situated in Johannesburg (Parktown), Pretoria (Brooklyn), Durban (Kings Park Stadium), Stellenbosch (Bosmans Business Centre), Cape Town (Woodstock) and Zimbabwe (Harare, Milton Park).
4	Can I complete any Grade 12 subjects through the IMM Graduate School?	Unfortunately, not. The IMM Graduate School's focus is on higher education and we don't offer any Grade 12 subjects.
5	How does an online distance education institution differ from a traditional, contact (face-to-face) education institution?	The IMM Graduate School is an online distance education institution, meaning that students study remotely instead of attending classes (face-to-face). The advantage of this is that students will be able to study online from anywhere in the world, in their own space and time, at their own pace, guided by academic experts. This gives students the flexibility to fit studies in and around their work schedules or lifestyle.
6	What academic support does the IMM Graduate School provide?	We are completely dedicated to supporting students on their academic path, providing both Student Support Centres and alternative online assistance. Our Student Support Centres (SSCs) are located in major hubs throughout South Africa, and in Zimbabwe. Here, students can attend tutorials, and workshops, engage in discussions with other students and have access to Information Centres Online support includes eStudy Guides, ePacers, eLibrary, interactive eMasterclasses throughout the semester and online eDiscussion Forums where students can interact on an academic level with both the Lecturer and fellow students.
7	What are eTutorials?	Students can, if required, register and attend eTutorials sessions (online) on a weekly basis or students can register and attend tutorials (contact sessions) at Student Support Centres (SSCs).
8	What is an Online Module and eStudy Guide?	It is an interactive module available on the eLearn platform. The eStudy Guide for a particular module includes interactive content such as videos, other media forms and self-assessment activities. Students are able to engage meaningfully and effectively through this multi-media channel. (All modules are online modules with eStudy Guides – except certain modules in the Diploma in Export Management)
9	What is the purpose of the eStudy Guide?	eStudy Guides are essentially “the online distance learning student’s Lecturer in their pocket”, providing a detailed guide on how to approach each module. This includes the programme outcomes, where the module fits within the broader programme, module outcomes (what students should be able to do/know once they have worked through a specific study unit), the module syllabus, assessment criteria, various self-assessment exercises, and more. eStudy Guides are generally not based on a single

		textbook, but include many references to relevant articles, other textbooks or videos that will assist to understand the module content. The eStudy Guides facilitate online access and include a NOTE-taking facility wherever students have Internet access.
10	What is an ePacer?	The ePacer is a really handy digital tool that helps students to manage their time and stay on track with their studies. It provides a proposed timetable – a “game plan” – detailing the content of the module that should be covered during each week of the semester ensuring that students are never behind in their studies. NOTE: a PDF Student Pacer per module is available on eLearn.
11	What is an eMasterclass?	An eMasterclass is an interactive session presented by a Lecturer for each module. The objective of each eMasterclass differs, but over the course of the semester, sessions will include an orientation session, sessions covering no more than 30% (undergraduate) and 25% (postgraduate) of the curriculum and which address main or difficult concepts of the module, assignment feedback sessions and Final Assessment preparation sessions. (recorded sessions - can be viewed at any time). These are different from the eTutorial and the SSC Tutorials.
12	Do I have to attend the tutorials/eTutorials at Student Support Centres?	Attending tutorials at Student Support Centres or eTutorials is not compulsory, although it is encouraged as the discussions in the classroom environment or eTutorial sessions generally lead to a greater in-depth understanding of the module material. Note: Not all modules are tutored at all Student Support Centres or as eTutorials. Contact helpme@immgsm.ac.za or your local Student Support Centre for assistance.
13	What is an “Announcement” on eLearn?	An “Announcement” is generally very important information that is communicated to students registered for a particular module. Once the message is posted on eLearn, this automatically generates an e-mail message to all students, keeping everyone in the loop.
14	What is the purpose of the eDiscussion Forum on eLearn?	The purpose of the eDiscussion Forum is to allow Lecturers and students to collaborate. It’s used to unpack and share ideas, debate concepts and encourage discussions around the module content. Students can simply log onto eLearn and access the eDiscussion Forum for their specific module to view all discussions.
15	Can I join or create a WhatsApp study group or Facebook study group?	The IMM Graduate School strongly discourages unofficial WhatsApp groups or Facebook groups as these may lead to syndication or incorrect information being shared. There are numerous platforms (including eMasterclasses, and eDiscussion Forums) where students can interact both with Lecturers and amongst themselves.

16	How do I download an eMasterclass?	<p>On the eLearn page for each module, a space has been created for eMasterclasses. Click on the relevant eMasterclass and at the bottom of it, choose the option to view or download the recording. Follow the following steps:</p> <ul style="list-style-type: none"> ● Select the applicable module ● Open the eMasterclasses section ● Click on the BigBlueButton Tile that provides access to all eMasterclasses completed during the semester. ● Select the applicable session ● Under 'Recording' click 'Video' to open Video ● Click play button to view online <p style="text-align: center;">OR</p> <p>Right-click and select save the video to download and save the recording for viewing offline.</p>
17	Is it possible to get to know my Lecturers and how can I get a hold of them?	<p>Yes, absolutely. students can contact, and get to know module Lecturers through a number of platforms, namely:</p> <ul style="list-style-type: none"> ● eDiscussion Forums ● eMasterclass sessions.
18	Are students allowed to communicate directly with Lecturers?	<p>Students throughout the country are given the same opportunities to interact with their Lecturer through eMasterclasses and eDiscussion Forums.</p> <p>NOTE: Direct communication with Lecturers may give individual students an advantage, and so, to keep things as fair as possible for all, students are encouraged to use the eLearn platform for communication with their Lecturers.</p>
19	Where can I submit academic queries for a specific module?	<p>Please ensure that all module specific questions and queries are posted on the module specific eDiscussion Forum, available on eLearn. Do not leave your queries to the last day before the assignment submission due dates or before you write your Final Assessment.</p>
20	Where can I submit general and administrative queries?	<p>The IMM Graduate School is committed to assisting students with all queries and has introduced helpme@immgsm.ac.za, to answer all general queries. This is supported by a ticketing system that issues a unique ticket number in response to a query from students and ensures we are able to track the progress of queries and prompt response and swift resolution times.</p>
21	How successful are IMM Graduate School students in gaining admission to graduate programmes or finding employment after graduation?	<p>Our graduates enjoy an extraordinarily high rate of success, both in receiving job offers and in admission to graduate programmes, at public and private universities. Our long-term goal is to see you thrive in the workplace, and as such, our Student Support Centres offer undergraduates comprehensive job and internship counselling and placement options.</p>

Frequently Asked Questions

	Question	Answer
	Assessments & Assignments	
	General	
	Assignments:	
22	What is the weighting of the assignments for my final mark?	The two assignments have a combined weighting of 30% (Total Assignment Mark). Students are required to complete two assignments per module except for projects, reports and certain postgraduate modules.
23	What is the weighting of each undergraduate assignment?	Assignment 1 will carry a weighting of 25% towards your Total Assignment Mark. Assignment 2 will carry a weighting of 75% towards your Total Assignment Mark.
24	What is the weighting of each Postgraduate Assignment?	Assignment 1 will carry a weighting of 30% towards your Total Assignment Mark. Assignment 2 will carry a weighting of 70% towards your Total Assignment Mark.
25	I didn't get the mark I thought I'd get... Where did I go wrong?	<p>It all depends on how your assignment was submitted.</p> <ul style="list-style-type: none"> ● Undergraduate Assignment 1 will indicate which questions were answered correctly and which not. ● Postgraduate Assignment 1 will be a workshop peer-review activity and students will receive feedback from their peers as well as the Lecturer based on the peer-reviewed results. ● Assignment 2 will have marker's comments made online for you to access. ● Projects and reports are marked online, and will have marker's comments made online (in the text of the assignment and rubric) for you to access. ● eMasterclass sessions during the semester will focus on assignment feedback. ● For Assignment 2 an Assignment Feedback Report will be uploaded to eLearn when the results are released.
26	How do I know that marking has been done fairly?	All IMM Graduate School markers are carefully appointed academics. Our markers receive marking guidelines, and results are moderated and verified.
27	Where can I find the guideline that was used to mark my assignment?	Marking guidelines are not made available to students. If you have a specific query, follow the process as explained below in terms of consulting the Assignment Feedback Report for your specific module.

28	How do I know what format/style of answers the IMM Graduate School is looking for, and how do I know where I went wrong in an assignment, if I don't have access to past marking guidelines?	Although you won't have access to marking guidelines, a general Assignment Feedback Report is provided per module, giving feedback to all students on how they should have approached each question, where they struggled and where they excelled. An eMasterclass session is also scheduled for each module in which the previous assignment is discussed and general feedback provided.
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	Question	Answer
Assessments: Assignment 1 and 2		
Assignment 1		
Undergraduate Assignment 1:		
29	What will the format be of Undergraduate Assignment 1?	<p>Unless otherwise stated, the undergraduate Assignment 1 will be a short-answer eActivity Quiz that will be completed online and automatically marked (graded). Questions will be randomised. Students will not receive the PDF question paper beforehand</p> <p>NOTE: The eActivity Quiz will be time-bound Refer to the General Tutorial Letter for your specific programme</p>
Postgraduate Assignment 1:		
30	What will the format be of Postgraduate Assignment 1?	<p>Unless otherwise stated, the postgraduate Assignment 1 will be a peer-reviewed Workshop Activity that will be completed online and marked (graded) by your peers (fellow students) as well as your Lecturer. A PDF version of the question paper will be made available beforehand. Follow the detailed instructions in the Workshop Activity and also watch the instructional video and read through the Workshop Activity How-to-Guide to familiarise yourself with the requirements.</p> <p>NOTE: The uploading of your answers will be time-bound Refer to the General Tutorial Letter for your specific programme</p>
General – Assignment 1:		
31	What is the preferred Browser to use?	Google Chrome
32	How do I go about completing assignments online on eLearn? Apparently I need to do this on the eLearn Platform? Where can I find the online answer sheet?	Click on the Assignments link in eLearn on the Module Page. Then click on Assignment 1. Open the How to Guide and work through this - as this will guide you, step-by-step, through the entire process of completing your assignment questions online on eLearn.
33	Will I have access to the eDiscussion Forum whilst writing Assignment 1?	The eDiscussion Forum will be locked eight hours prior to the start of the submission day for the duration of the submission day and will reopen the day after the late submission date.

34	How do I save my work?	The eActivity quiz will save your work automatically as you progress through the assignment up to the page prior to the page you are currently working on. Even if you have not clicked on the Submit all and Finish button, the eActivity Quiz will automatically close once the session is over. Refer to the step by step How to Guide for detailed submission information.
35	Where do I submit my Assignment 1?	Your submission will be an eLearn eActivity Quiz. Simply select the most appropriate answer. You would also be able to complete and submit the eLearn eActivity Quiz on your mobile phone if you have downloaded the Moodle App. Note: You will not be required to save your answer paper as a PDF document nor to submit the answer through Turnitin or submit the Similarity Report. Refer to the step by step How to Guide for detailed submission information.
36	Will late submissions be allowed?	No late submissions will be allowed and the eActivity Quiz will automatically close once the session is over. Once you have started your attempt you will only have limited time to complete the quiz (60 minutes for all undergraduate modules).
37	How long will the quiz activity be open for me to complete the quiz?	The eActivity Quiz will be accessible for 48 hours from 00:01 until 23:59 on the final submission date. <ul style="list-style-type: none"> • The eActivity Quiz will only stay open for 60 minutes from the moment you start the quiz. • Even if you have not clicked on the Submit all and Finish button, the eActivity Quiz will automatically close after 60 minutes or at 23:59 on the submission final due day. • For example, if you started the eActivity Quiz at 9:00 am and forgot to click on Submit all and Finish, the quiz will automatically close after 60 minutes.
38	When is Assignment 1 due?	The eActivity Quiz is to be completed at the end of week 5 for all Undergraduate modules. The Workshop eActivity is to be completed at the beginning of week 5 for all Postgraduate modules. Please check the Calendar of Events and the specific module information on eLearn to determine the scheduled completion date.
39	What weeks are covered in Assignment 1?	Primarily weeks 1 to 5 are covered in Assignment 1 as per the Calendar.
40	How many attempts am I allowed?	You have TWO attempts to complete the eLearn eActivity Quiz, and your 2nd attempt will build onto your first attempt. The last attempt will be marked (graded). All the questions need to be answered and submitted together via the eLearn eActivity Quiz.
41	How will the questions and answer options be displayed?	Questions will be randomised - the questions will differ from quiz to quiz. Students will NOT receive the PDF question paper beforehand.

42	For an eLearn Activity Quiz, specifically for numerical modules, one of the questions requires students to draw (illustrate) the product life cycle. Can a JPEG be inserted, or what's the best way to submit this part of the assignment?	A JPEG can certainly be uploaded by simply dragging and dropping a file in the space provided for that specific question.
43	What resources will I have access to?	Students will have access to the following resources on eLearn during the eActivity quiz: <ul style="list-style-type: none"> ● Assignment 1: eActivity Quiz ● Your module content with all the learning resources on eLearn excluding the eDiscussion Forum.
44	How will I know that my submission has been successful?	You will receive a receipt confirming submission by email. If you do not receive the receipt you are able to check the status of your submission, which will be indicated as Finished on eLearn. The onus is on you to ensure that the submission is successful. Take a screenshot and keep it on record.
45	What does Assignment 1 count out of?	For Undergraduate modules, Assignment 1 will count out of 25 marks and 25% towards your Total Assignment Mark. For Postgraduate modules, Assignment 1 will count out of 30 marks and 30% towards your Total Assignment Mark.
46	Will I be able to print out the questions or the case study?	Right-click on the section you want to print and you may then print that page/section.
47	I cannot see the entire column or question in the eActivity.	In order to view the complete question in an eActivity, make sure you have set your screen to 80% or 90%. In order to do so, click on the 3 vertical dots top right of your screen and adjust the % zoom.
48	How many attempts do I have to complete my Assignment 1?	You have two attempts, however 2nd attempts are provided purely for unforeseen circumstances such as power outages or internet failures and are not for students to try the eActivity twice. The eActivity is a timed test which means that you have a specified time to complete it. The two attempts are only available within the specified time allocated to the eActivity.
49	The system keeps on telling me that my question is not yet completed, even though I am confident that I have done so - what now?	If you are confronted by a message stating that the question is incomplete, it is a signal that you have left out information. Review your answer - it may even be something simple such as to add a 0 in a column that requires no specific numerical answer.
50	How should I add a numerical answer in a table format	It is critical that you follow the instructions and illustrated examples that are provided for how answers should be given. If these instructions are not followed, no marks will be awarded. This is an institution of higher learning and as such students are expected to be able to follow basic instructions.
51	What should I do if I struggle to add content to the space provided?	This kind of error could be caused by a number of computer related technical issues and by exception (meaning the computer being used to complete the assignment). Click on this link that explains possible causes and fixes that can be followed. https://appuals.com/fix-cant-type-into-text-fields-on-some-browsers/

		The best option may be to find an alternative computer to complete your assignment. If this happens you need to also send an urgent email to helpme@immgs.ac.za with proof of the problem in order for us to evaluate whether additional attempts and/or time should be awarded.
52	What should I do when I get an error message regarding my internet connection?	Check your internet connection and refresh your page.
53	When will we receive our Assignment 1 results?	Even though the eActivity quiz is automatically graded, the IMM Graduate School still follows a comprehensive quality check before results are formally verified and released. This may take some time - consult the Calendar of Events to determine when assignment results are to be released.
54	Are marks adjusted if an error is identified in a question whilst the quiz is open?	As per the above, during the verification process marking is adjusted for all questions and/or answers with identified errors. Students are not penalised in the marking of these questions.

General - Postgraduate Assignment 1 WORKSHOP Activity:

55	What is a Workshop Activity?	It is a peer assessment activity which allows for students to peer evaluate your assignments based on specified criteria. Your lecturer evaluates your peer assessments and your own submission.
	Workshop Activity Submission Phase	
56	Do I need to submit my Workshop assignment to Turnitin to check my similarity report before uploading to eLearn?	Yes. Click on the "Check my Work for Similarity" tile. Open the Submit Paper screen. Add the PDF assignment into the File to Submit drop box. Receive a Digital Receipt and an email confirming submission. Receive and review your Turnitin Similarity Report. Only when you are satisfied with the similarity % do you proceed to download the similarity report and then upload the Similarity Report to the Workshop Activity. Click here to follow the detailed instructions in the How to Guide.
	Workshop Activity Assessment phase (Peer review phase)	
57	Workshop Activity What happens once the submission phase is closed?	The day after the submission phase is closed the system will automatically allocate three random students to you to peer review. Before you start, carefully read the instructions for the assessment given. In each instance a rubric must be used for each peer assessment you do for this assignment. Click here to follow the detailed instructions in the How to Guide.
58	How do I start the peer review of an assessment?	<ul style="list-style-type: none"> ● Click on the File Name to download your peer's assignment. ● Read through the answers provided by the student and evaluate this based on the rubric provided. ● Click on the Assess button and complete the assessment phase. ● Ensure you provide adequate feedback. ● Ensure that you select each criteria and complete the assessment of each criteria. ● Do not rush this process as you will also receive a grade for the quality of the peer review you have conducted. ● Remember to click on Save and Close before you move to the next student.

59	What happens if I want to reassess?	Just click on the Re-assess button and complete the assessment process again.
60	What happens once I have completed the peer-review assessment phase?	The lecturer will now assess each of the peer-review assessments and provide a final mark. The lecturer will then evaluate the mark provided by you and compare this mark against the average mark provided. If your mark is out of sync with the average mark it will be adjusted by the lecturer.
61	I received my mark back for Assignment 1 Workshop Activity but do not understand how the mark was allocated.	<ul style="list-style-type: none"> · The total mark for assignment equals 30 · Your submission is peer reviewed by three of your peers and a score given by each · Your lecturer grades your assessment and moderates three peer reviews of your work · During the moderation process, your lecturer adjusts their evaluation to ensure the accuracy of their assessments. The quality of your peer feedback is also taken into consideration during the lecturer's moderation of your peers' assessments. · This moderation by your lecturer therefore includes the mark which the lecturer has given for your submission and the average of the moderated marks of the peer evaluation. To emphasise, peer marks are not taken as a given as they could be too lenient or punitive and may not reflect the true quality of your work.

General - Assignment 2 (excluding the following modules*):

62	I've prepared my assignment 2 and I'm ready to upload, but I'm worried that I may have missed something! Help!	<p>* The following modules are not based on a PDF Upload Assignment 2 but based on the completion of an eActivity quiz: FM101B; ECOP101B; BS101B; FM202B; FM303B; PFM101D and FBM101C These seven modules will be addressed in the next question (47)</p> <p>We understand that you want to submit your best work, so we've drawn up a checklist to help you do just that:</p> <ul style="list-style-type: none"> ● Have you read the "How to Guide" that assists you with how to approach case study questions before you tackled the assignment? ● Have you carefully worked through your eStudy Guide and textbook before you started the assignment? <p>Now to the assignment:</p> <ul style="list-style-type: none"> ● Have you followed the assignment instructions carefully? Refer to the "How to Guide". ● Have you referenced correctly in accordance with the IMM Graduate School Harvard Referencing Guide on eLearn? ● Have you named, identified and thoroughly explained the various theoretical models that you may have identified in the various questions?
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63	<p>How will the completion of Assignment 2 work for the following modules?</p> <ul style="list-style-type: none"> ● FM101B; ● ECOP101B; ● BS101B; ● FM202B; ● FM303B; ● PFM101D and ● FBM101C 	<p>The eActivity quiz will be available from the date after the completion of Assignment 1. Please check the Calendar of Events and the specific module information on eLearn to determine the scheduled completion date. You need to submit the Assignment 2 quiz attempt by this date meaning that you will have more than one month to complete the Assignment 2 eActivity quiz. The Assignment 2 eActivity will not be a timed quiz. Presentation marks will not be applicable.. You will NOT receive the PDF question paper beforehand. You will have two attempts available to complete the quiz – only the last attempt will be marked / graded.</p> <p>We understand that you want to submit your best work, so we've drawn up a checklist to help you do just that:</p> <ul style="list-style-type: none"> ● Have you carefully worked through your eStudy Guide and textbook before you started the assignment? ● Have you followed the assignment instructions carefully? Refer to the "How to Guide".
64	<p>For a module that requires me to upload my assignment PDF. How do I upload?</p>	<p>Go to the module and select the relevant Assignment 2. Work through the guide on How to Complete and Submit Assignment 2 eLearn Upload which will provide you with a step-by-step guide on how to do this.</p> <p>Note: Also refer to the General Tutorial Letters for your specific programme which can be downloaded from eLearn under 'Notices and Alerts'.</p>
65	<p>Will the presentation mark evaluation rubric also be applicable for Assignment 2 Upload?</p>	<p>NOTE that the presentation mark evaluation rubric (negative marking) will be applicable for Assignment 2, Project and Reports uploaded PDF documents.</p>

	Question	Answer
	Referencing, eLibrary and Plagiarism	
	Referencing	
66	Why is referencing and in-text citation so important when doing assignments?	Assignment 2 is an upload of your PDF converted Word document. Your reference list should appear at the end of your assignment document. Remember to upload it to Turnitin to check your work for similarity first. The reference list must always on a new page and by itself on the last page of the assignment under the heading 'Reference List' except when there are addendums attached to the submission in which case the 'Reference List' must appear before, for example Addendum 1. The Reference list should follow the IMM Graduate School Harvard Referencing System Guide
67	I don't know where to add the Reference List for my assignment 2 as part of the online eLearn Activity submission... What should I do?	Assignment 2 is an upload of your PDF converted Word document. Your Reference List should appear at the end of your assignment document. Remember to upload it before you upload the document to Turnitin to check your work for similarity. The reference list must always appear separately and by itself on the last page of the assignment under a heading 'Reference List' except when there are addendums attached to the submission in which case the 'Reference List' must appear before, for example Addendum 1. The Reference list should follow the IMM Graduate School Harvard Referencing System Guide
68	Do I need to include a Reference List for Assignment 1 if the format is that of a short-answer eActivity Quiz or a Workshop Activity?	No, a reference list is NOT required for a short-answer eActivity Quiz, unless specifically requested - refer to the specific assignment instructions for further details. NOTE: A Reference List is however required for the postgraduate Workshop Activity Assignment 1 upload.
	eLibrary and Plagiarism	
69	What is "in-text" citation?	Every source consulted in the writing up of an assignment must carry a citation in the body of the assessment itself (in-text citation) where the source information was used to answer. The simple formula for a citation is: (Author's surname, date of publication). If the writing contains direct quotes from the source the formula is: (Author's surname, date of publication, page number from the source used). Note that the full stop denoting the end of the sentence containing the citation always comes <i>after</i> the citation – as in the two examples above. Make sure to enclose direct quotes in quotation marks. Note: Refer to the IMM Graduate School Harvard Referencing Guide available on eLearn in the top banner for how to use quotations correctly.

70	How often should I use a citation when elaborating on an idea or concept from a particular source?	There is no need to repeat the citation after every sentence based on the source. The citation could be used at the end of the paragraph or idea that's constructed from the source, or at the beginning of the paragraph followed by the information from the source.
71	Is it acceptable to quote directly from a source?	The use of extensive direct quotes is not encouraged. If an author said something that may be considered seminal or so profound that paraphrasing would ruin it for your line of argument in the assignment, you may quote directly. As a general rule, however, you should refrain from using direct quotes and rather paraphrase – put what the source says in your own words, but always cite it to indicate that it came from another source.
72	We are supposed to use materials from a 'Peer-Reviewed Journal' in answering assignment questions. What is a 'Peer-Reviewed Journal'?	A "Peer-Reviewed Journal" is a collection of articles written by academics and then submitted to a panel of their peers for vetting and approval before publication. These articles often contain the latest thinking in the subject field, cutting-edge academic thought and the exploration of new ideas. Your best option is to use ProQuest on eLearn because all the articles there are peer-reviewed articles. You will find the ProQuest cache of articles under the eLibrary tile and in the ribbon at the top on eLearn.
73	How do I recognise a Peer-Reviewed Article?	<p>These articles do not appear in popular magazines, in newspapers or on Internet blogs, but in Academic Journals such as: <i>The Journal of Modern Science</i>, <i>The Journal of Contemporary Marketing</i> and <i>The Journal of Modern Branding</i>, among a host of others.</p> <p>The structure of a peer-reviewed article is always immediately clear as it contains the following structural elements at the start of the article:</p> <ul style="list-style-type: none"> ● Title of the article ● The authors and the universities they are attached to ● An "Abstract" ● An "Introduction" ● The Constructs (which form the basis of the article)
74	Paraphrasing is something I'm not sure about. Please explain.	<p>It's important that you are very careful about quoting word-for-word from another source. Whenever you use information or ideas from another source in your projects or assignments, you need to paraphrase the information and still reference it. "Paraphrase" essentially means "writing in your own words". Changing a few words within the sentence or paragraph of the original text is not paraphrasing.</p> <p>Here are two examples to help you see what paraphrasing is about:</p> <ul style="list-style-type: none"> ● "Learning occurs in the brain. Emotions arise in the brain. Consequently, emotions can aid or disrupt learning. If we are interested in maximising our students' learning, then it can't hurt to know something about the neurophysiology of learning and how we can positively or negatively impact our students' emotions. In short, fear and anxiety hinder motivation and

		<p>learning, whereas confidence increases motivation and learning” (McGuire, 2015, p. 74).</p> <p><i>Here is the paragraph from above in paraphrased format:</i></p> <p>The fact that emotions and learning are both functions of the brain means that the one may influence the other; the emotions experienced by the student could either disrupt or enhance the learning process. It could be valuable for educators to know more about the neurophysiology of learning to enable them to impact positively on the process of knowledge acquisition. Influencing the students’ levels of motivation to complete a task positively, may cause improved learning while instilling feelings of fear and anxiety in students will have the opposite effect (McGuire, 2015).</p> <p>Can you see that the meaning of the paragraph was not changed during the paraphrase process and the use of different words did not lessen the impact of the message?</p> <ul style="list-style-type: none"> • Here is another, more challenging example: “The Internet usage in Southern Africa more than tripled in 2016” (Anon, 2017, p.3). Some students may be inclined to think that it is not possible to paraphrase such a short, factual sentence. Below is evidence that it can be done: <p>The usage of the Internet in the southern tip of the African continent increased more than three times in 2016 from its previous levels in 2015 (Anon, 2017).</p>
75	<p>Apart from ProQuest under eLibrary, are there any other sources for peer-reviewed academic journal articles?</p>	<p>Yes, absolutely! You could also explore Open Library Sources under the eLibrary:</p> <ul style="list-style-type: none"> • African Journals Online - platform of African-published scholarly journals • Clute Institute - academic research on various business topics • Directory of Open Access Journals - open access, peer-reviewed journals • Elsevier Open Access Journals - articles in open access journals • Google Scholar – another rich and user-friendly source of academic journal articles • JSTOR – where some articles are open and free access • JURN - free academic articles • Logistics Management - Supply Chain Management relevant logistic articles • OMICS International Business and Management Journals - researched information from 700+ peer reviewed • SABINET: African Journals – 113 African Journals which covers various themes • SABINET: MFSA Journal of Marketing - sheds light on a diverse range of marketing topics • SABINET: South African Business Review - accredited journal in economics and management sciences.

		<ul style="list-style-type: none"> • SAGE Open Journal - dedicated to social sciences • Researchgate - join for free with over 135 million publication pages
76	How do I ensure that I do not get called out for plagiarism?	You have the option to submit your completed assignment to Turnitin and get a reading of the similarity from that system. Although the similarity allowed for undergraduates is 10% and the similarity allowed for postgraduate work is 5% you will still be called in for an inquiry if you are suspected of possible plagiarism or paraphrasing errors. You have the option of submitting, get a reading from Turnitin and then rework the highlighted sections to reduce the similarity by paraphrasing more.
77	How many times am I allowed to submit to Turnitin?	You may get instant readings of the similarity from Turnitin following 3 submissions and after that, it could take up to 24 hours for the next reading to be available after submission. The closer to the deadline for submitting the work, the longer you will have to wait for Turnitin to respond.
78	What happens if the submission has a similarity reading beyond what is allowed?	You may be called in for a plagiarism inquiry. You may even be called in for a plagiarism inquiry even if your similarity reading is less than the recommended %, especially if you are suspected of incorrectly paraphrasing, or if your similarity report is compared with students that submitted their reports after you have submitted your report.
79	What happens at an inquiry like this?	You are informed of the issues related to the submission and asked to explain your situation. You will also be helped to understand how a similar situation could be avoided in future.
80	Could such an inquiry have more serious consequences?	Students who ignore the advice offered at the first inquiry may find that more serious consequences like marks being deducted or even short-term expulsion from the institution could be an outcome of the subsequent inquiry.

	Question	Answer
	Final Assessments / Examinations	
	Past Examination / Final Assessment Guidelines	
81	Why isn't an examination / Final Assessment marking guideline provided for all modules?	As an institution of higher learning, it is not our policy to provide previous examination / Final assessment guidelines as a means of preparation, as students tend to only study the past papers' answers, and do not focus on studying the full required syllabus. Since the introduction of Final Assessments that are in an open book online format, the focus has also moved to application and not the testing of theory. Even if the question is the same from one Final Assessment to the other, the case study will certainly be different, which means that the application will also be different. Students generally don't think critically about each individual application scenario and do not practice their application skills effectively when marking guidelines are provided. Application answers will differ amongst students, making the distribution of an examination / Final Assessment guideline a futile exercise.
82	Are there any modules where past examination / Final Assessment guidelines are provided?	Yes, for all financial and statistical modules.
83	If I don't have access to examination / Final Assessment marking guidelines, how will I know how to format the answers?	The questions asked in the examination / Final Assessment will give students an indication of how many facts are required for each question. One well-discussed fact generally constitutes one mark. From an answer formatting point of view, there is always the golden rule of using headings and subheadings in an answer to create structure in that answer. Analyse any good textbook: one will NOTE that its headings or subheadings are easily distinguishable by being underlined, made bold and so on. Similar good answer structures are required from students when completing any assessment.
	Past Examination / Final Assessment Papers	
84	Where do I find past examination / Final Assessment papers?	Access the respective module on eLearn and click on the tile called "Past Papers" where you will find up to three past papers, depending on the number of semesters the module has been offered.
85	I've studied with another institution and would like to see the type of examination / Final Assessment questions that the IMM Graduate School uses. Is this possible?	Access the respective module on eLearn and click on the tile labelled "Past Papers" where you will find up to three past papers, depending on the number of semesters the module has been offered.

Examination / Final Assessment / Supplementary Final Assessments		
86	What will be the format of this semester's Final Assessment?	Due to the global COVID-19 Pandemic, all Final Assessments and Supplementary Final Assessments will be completed at the end of the semester and will be based on an OPEN BOOK online eActivity. The Final Assessment, as well as the Supplementary Final Assessment, will be in an essay-type format requiring critical thinking, problem-solving, creativity, academic writing skills and application of knowledge. Students will, however, be able to print the Final Assessment or the Supplementary Final Assessment questions and/or caselet / case study at the start of the session.
87	How much time would I have to complete my Final Assessment / Supplementary Final Assessment?	Time limits will be allocated to complete the Final Assessment. All NQF levels 5 -7 un undergraduate modules will be allocated 3 hours 45 minutes and all NQF level 8 postgraduate modules will be allocated 4 hours 45 minutes.
88	Will the presentation mark evaluation rubric also be applicable for the Final Assessments or Supplementary Final Assessments?	Note that the presentation mark evaluation rubric (negative marking) will NOT be applicable for Final Assessment completion. Notwithstanding the above, up to 5 marks may be deducted for spelling errors.
89	Will I be penalised if I quote directly from the Study Guide or a textbook or from any online source?	Students are required to complete the Final Assessment using their own words, insights and paradigms. Direct citations from the eStudy Guide, textbook and online sources will not be permitted, therefore, no marks will be awarded for merely repeating passages from a textbook, the eStudy Guide, or any online source.
90	What is the weighting of the Final Assessment to my Final Mark?	The Final Assessment mark constitutes 70% of the Final Mark per module, unless otherwise specifically stated.
91	Will I have access to the eDiscussion Forum?	The eDiscussion Forum will be locked 2 hours prior to the start of the session for the duration of the Final assessment and Supplementary Final Assessment session.
92	How do I save my work whilst completing my Final Assessment / Supplementary Final Assessment on eLearn?	The assessment will save automatically as you progress through the assessment up to the page prior to the page you are currently working on.
93	Will late submissions be allowed?	No late submissions will be allowed and the Final Assessment and the Supplementary Final Assessment will automatically close once the session is over.
94	What resources will I have access to?	Students will have access to the following resources on eLearn during either the Final Assessment or the Supplementary Final Assessment: <ul style="list-style-type: none"> ● The Final Assessment or Supplementary Final Assessment ● Your module with all the learning resources on eLearn excluding the eDiscussion Forum.

95	How many attempts am I allowed?	You have only one attempt to complete the eActivity on eLearn. All the questions need to be answered and submitted together via the eLearn activity. No answers may be submitted separately as these will not be marked. This implies that you cannot complete part of the assessment and close it thinking that you will later return to it to do the rest.
96	How will I know that my submission has been successful?	You will receive a receipt confirming submission by email. If you do not receive the receipt you are able to check the status of your submission, which will be indicated as 'Finished' on eLearn. The onus is on you to ensure that the submission is successful. Take a screenshot and keep it on record.
97	Will I be able to print out the questions or the case study?	Right-click on the section you want to print out and you may then print that page / section.

	Final Results	
98	Can I appeal my Final Mark?	<p>The "Final Assessment Result Appeal" is available to students who scored between 40% and 49% as the Final Mark for a module. During the appeal process an independent moderator, who is a subject matter expert and who has not seen the paper previously, moderates the Final Assessment attempt. The result of this process is then communicated to the student. If the moderated mark is lower than previously awarded, the published mark remains unchanged and is not adjusted downward. If the mark is better than what was previously awarded, the mark is adjusted accordingly.</p> <p>Please refer to our fee structure for the applicable fee. The application form and fee structure are available on the website.</p> <p>NOTE: The result appeal is only available for modules with a Final Assessment. This is not available for project or report based modules.</p>
99	I don't understand where I went wrong in my Final Assessment?	<p>The "Assessment Feedback Report" may be requested by any student, whether the mark indicates a pass or not. The individualised report is compiled by the examiner of the paper and focuses on providing the student with feedback regarding the mistakes and limitations of their provided answers. This assists the student in the preparation of future attempts of the module. General feedback also advises students on how to better answer similar types of questions in future.</p> <p>Please refer to our fee structure for the applicable fee. The application form and fee structure are available on the IMM Graduate School website.</p> <p>If a student has already applied for the result appeal, they may still apply for the feedback report as well.</p>

100	Can I view my Final Assessment script to see if it was marked correctly?	<p>“Script Viewing” may only be applied for after the Final Assessment result appeal outcome has been released. If a student did not qualify for the result appeal, the script viewing will be allowed if they applied for the assessment feedback report. This must be applied for within a week of the “Results Appeal” process or of the “Assessment Feedback Report” being released.</p> <p>The purpose of the viewing is for the student to ascertain the following:</p> <ul style="list-style-type: none"> - Is it my script / attempt? - Were all the answers marked? - Is this the mark that was awarded to me according to the student portal? <p>The script viewing is not an opportunity to evaluate the marking and hence the condition that no NOTES or textbooks may be brought in during the viewing.</p> <p>Please refer to our fee structure for the applicable fee. The application form and fee structure are available from on the website.</p>

	Question	Answer
100	Can I view my Final Assessment script to see if it was marked correctly?	<p>“Script Viewing” may only be applied for after the Final Assessment result appeal outcome has been released. If a student did not qualify for the result appeal, the script viewing will be allowed if they applied for the assessment feedback report. This must be applied for within a week of the “Results Appeal” process or of the “Assessment Feedback Report” being released.</p> <p>The purpose of the viewing is for the student to ascertain the following:</p> <ul style="list-style-type: none"> - Is it my script / attempt? - Were all the answers marked? - Is this the mark that was awarded to me according to the student portal? <p>The script viewing is not an opportunity to evaluate the marking and hence the condition that no NOTES or textbooks may be brought in during the viewing.</p> <p>Please refer to our fee structure for the applicable fee. The application form and fee structure are available from on the website.</p>

	Question	Answer
	Module & Programme Information	
101	How do I know what to prepare for the Final Assessments when the eStudy Guides and textbooks are so extensive?	Take a good look through the module outcomes that appear in the first section of your eStudy Guide. All assessments are based on the module outcomes and assessment criteria and this is where your Final Assessment preparation should be focused.
102	What is a Tutorial Letter and when will it be used for a specific module	A Tutorial Letter is typically used to inform you of changes or to communicate additional information on a specific programme or module. Tutorial Letters are available for modules with content changes and modules with a new textbook (not a new edition). General Tutorial Letters are used to inform you about your specific programme.
103	Where do I find more general information on the programme I'm registered for?	The programme structure and programme outcomes are included in Section A of each module Study Guide. A General Tutorial Letter includes detailed information on important aspects relevant to your programme.
104	Where do I find more information on the module I'm registered for?	In 6 simple steps: <ul style="list-style-type: none"> ● Consult eLearn and find your module. ● Watch the first eMasterclass for your module on eLearn ● Ascertain the deadline dates for submission of Assignment 1 and Assignment 2 ● Read the module eStudy Guide. ● Read the module ePacer. ● Interact with your Lecturer on the eDiscussion Forum on a regular basis. <p>These tools are packed with all the information you need to get a good grasp of what's in store for that specific module.</p>
	Question	Answer
	Academic Support	
105	What is the role of Academic Support	When you know that there is something you need help with in terms of the practical way in which you approach your studies, the study skills you are using at the moment, the way in which you fail assessments or do not know how to prepare for assessments, there is someone at Academic Support who could most probably help you.
106	If I am not getting good results and I think it may be due to using the wrong study	Using the correct methods of studying, making notes and memorising learning materials ensure success and not doing this correctly could have a significant negative impact on your studies and the

	methods, is there someone who could assist me?	results you obtain. Ask Helpme or your local Student Support Centre to help you make contact with Academic Support for guidance in these important study skills.
107	I am now repeating the same module. I seem to keep on failing this module and I just cannot understand why this is happening.	Every specialist area requires a somewhat different approach, the need to use the language of the subject field and a different way of studying for the examination. If you need help with this, do approach your Student Support Head or Helpme and ask them to make contact with Academic Support to assist you.
108	Would asking for help from Academic Support not seem like I am intellectually not able to cope?	Even highly intelligent people need a third opinion at times. We get used to studying the way we have always studied and making small changes to our study routine could make a huge difference. The perspective of another person could make a huge difference to the academic results we obtain.
109	Other students knowing that I have asked for help from Academic Support may laugh at me and have less respect for me.	The Academic Support meetings with students are done in the strictest confidence and nobody, except the person asking for help and the Academic Support officer will know about it.
110	At which stage should I contact someone at Academic Support?	Many students have a feeling that there is something wrong with their studies somewhere, but they are not sure. Contacting someone for help should happen sooner rather than later as new study techniques take some time to adopt and use and trying to do this a week or so before the examination, will put more strain on the student and make them more anxious during the examination itself.
111	Even with the examiner providing feedback in my submitted assignments and my application of these guidelines, I still seem to be getting low marks.	Students often need a third person to help them interpret and practically apply some of the examiner's feedback. The Academic Support function could help you with that.
112	Will Academic Support be able to help me get hold of the examination submission for a module and go through it with me?	The submitted assignments cannot be shared with students and Academic Support will not be allowed to share the submitted examination with you, but they may be able to look at the submission and tell you what has gone wrong from a high level academic perspective. Academic Support could also help you interpret an assessment feedback report if there should be something in the report that you do not understand.
113	My parents want to sit in on the discussion with the Academic Support officer. Is this allowed?	A number of parents join their children for these discussions because parents and other members of the family or friends form an important part of the support network of students. You are welcome to invite anyone you may wish to sit in on the discussion.
114	I know that my time management is poor and this negatively impacts my studies. How do I get help with this?	Academic Support will be able to review your approach to current time management and will help you to adapt this to ensure maximum results for time spent on this.
115	How will I know that the help offered to me by Academic Support is actually working?	You should see an improvement in your results - the advice offered by Academic Support is focused on a practical application approach and should be relatively easy to implement.
116	What happens if the advice given and applied does not work?	Students are welcome to ask for follow-up consultations and to share the extent to which the advice has helped or not. If there was no improvement in results or if the problem previously discussed persists, alternative ways of dealing with it will be explored.

