



Graduate School

Welcome Guide Semester 2 - 2022

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Student Welcome Letter

Dear Student,

We warmly welcome you to the IMM Graduate School. We look forward to having you as part of the student body and we hope that your academic journey with us will be an enriching and fulfilling experience. Obtaining a qualification is probably one of the biggest investments you can make and it is our intention to be a supportive partner in the process.

The IMM Graduate School is a blended learning higher education institution, so you won't be attending classes on a daily basis. However, you will be afforded the convenience of studying in your own space, at your own pace. This gives you a flexible alternative to achieving your educational goals. Our blended learning approach fits around your work and other commitments by using different technologies to enhance your experience, helping you to slot in your study time when it suits you best. This is a major plus, as you'll be able to keep up with your studies wherever you are and whatever your diary looks like. As with anything in life that's worth pursuing, it's still your responsibility to keep to your study schedule. But we know with your programme ahead of you and the countless opportunities it will bring, you'll be dedicated to keep pushing towards your academic goals.

While our core focus is blended learning, you don't need to feel alone. The IMM Graduate School will be there to support you every step of the way as you make progress- academically, professionally and personally. The "Welcome Guide" that accompanies this letter aims to do just that. We fully understand the needs of our students and the challenges involved in blended learning and can offer "tried and tested" solutions to them. After all, we've been in the game for over 60 years and can give you practical tools for getting the most out of your online tertiary education.

We've found that our most successful students make use of the resources we offer, because they realise that they cannot undertake this journey alone. Some of the most important resources available to you are your friends and families, the academic assistance the IMM Graduate School offers, other students taking the modules with you, and graduates who have walked this road and are able to offer valuable help and advice.

Most students will also agree that the development of a clear and detailed action plan containing objectives with specific dates attached to them is key to academic success:

- Diarise assessment due-dates
- Gain an overview of the volume of the work you need to complete for each of these events
- Set weekly or daily targets by which to complete your goals
- Do everything possible to stick to your goals

It goes without saying that your academic success is our primary concern and we are 100% committed to ensuring that your time with the IMM Graduate School is gratifying, productive and rewarding. You'll have access to our extensive academic student support services including an orientation session, eMasterclasses, the ePacer, an eStudy Guide (all modules except Diploma in Export Management programme) on our eLearn platform to help you develop your strengths, learn skills and prepare yourself for an industry-relevant career.

Please feel free to contact us if you need assistance or advice:

- helpme@immgsm.ac.za for general queries
- eDiscussion Forum on eLearn for academic queries
- 011 628 2000 / 0861 466 476

We wish you every success in your studies and we look forward to learning and growing with you.

Yours in education,

Angela Bruwer

Executive Academic Head

Faculty of Marketing, Supply Chain and Business

Our Programmes and Accreditation

The IMM Graduate School specialises in marketing, supply chain and general business management.

We believe that your academic programme should equip you for your career. The content and activities in our curricula are academically sound and industry relevant. We ensure that our programmes include the application of theory to real-life business situations, and our consistent focus on industry relevance ensures that we remain specialists in preparing students for the world of work.

The IMM Graduate School prides itself in producing professionally qualified and well-equipped graduates who are able to practice effectively in the business environment. We are constantly updating our learning materials and finding new ways to help you expand your knowledge base.

Whilst specialising in marketing, business management and supply chain management you will be exposed to strategy, finance, business management, research and much more. When you graduate you will leave with a general management qualification that will allow you to choose from a vast array of interesting career options in a broad spectrum of industries.

IMM Graduate School programmes are HEQSF aligned and registered with SAQA. As we are quality assured by the Council on Higher Education (CHE) and our programmes accredited by the Higher Education Quality Committee (HEQC), we are required to maintain high academic standards. The high standards we set, require you to work hard to pass and to become a successful business person and leader.

Work readiness skills

One of the greatest challenges for graduates, is to acquire the interpersonal skills demanded in the workplace, over and above the academic and technical skills obtained at the IMM Graduate School. These interpersonal skills include effective problem solving, punctuality, team and leadership skills, among many others. Our Learning and Teaching approach supports work readiness and the personal growth of our students through a variety of professional development initiatives.

The IMM Graduate School has developed a work readiness initiative to provide students with interpersonal skills which will result in your arriving at your first day at work as a well-rounded graduate ready to apply your academic skills, proficiently and confidently.

Professional Development learning opportunities will be provided through many fun, inspiring and interesting activities, such as:

- industry networking events
- personal development courses and activities
- online short courses for practical skills development
- monthly industry speaker events and more

As a result of the IMM Graduate School maintaining these high standards, once you complete your programme, you will be in “a class apart”. You will be sought after in the industry, as the IMM Graduate School qualifications are asked for by name.

1. Academic Support

The IMM Graduate School has many years of experience in online and distance learning education and has therefore adopted an integrated self-study approach using a combination of resources to support our students. **You are required to have access to technology and data to successfully complete your program.**

1.1 Your Study Materials

The study material and/or learning resources will serve as firm pillars of support throughout your studies. You will be provided with all the requirements for successful self-study, i.e. a resource pack which includes a comprehensive eStudy Guide per module and a list of prescribed textbooks or recommended reading.

eStudy Guide - The interactive eStudy Guide is your primary source of learning material in conjunction with the prescribed textbook if applicable. Content in the eStudy Guide together with the prescribed textbook will be assessed based on the learning outcomes and assessment criteria.

Textbooks - At the start of each semester you will be supplied with a list of prescribed textbooks, if applicable. The textbooks form the core knowledge base for the module. The IMM Graduate School's preferred textbook suppliers are MindMatters at "<http://www.mind-matters.co.za>" and IMM Books powered by Wize Books at "<http://www.immbooks.co.za>". Visit their websites for further information.

ePacers - The module ePacers set out the target dates for completion of the module content. This allows you to follow a structured strategy which will ensure the timely completion of formative assessment submissions as well as master the overall module content with the Final Assessment in mind. The ePacer also provides the student with a condensed overview of the entire module on a page or two.

Assignments - All assignments are valuable opportunities for students to become even more aware of key study content of modules. Assignments also offer opportunities for developing key academic skills like argument development, information analysis, academic writing and revisiting academic content that you have already covered.

Additional material such as:

Assignment feedback report - Assignment feedback reports are available after Assignment 2 results release.

How to Guides - These guides assist you with step-by-step instructions from using your eStudy Guide to completing assessments.

1.2 Online Resources

eLearn - is an online learning platform filled with dynamic content that extends learning to anywhere, anytime. It promotes an exciting learning experience, providing a user friendly, convenient place to access learning materials and bridges the gap presented by distance learning through the use of technology. You will have access to eLearn within 72 hours of registration and there you will find electronic study guides, assignment questions, tutorial letters, a pacing guide for every module and many other useful resources. You can log in with your IMM Graduate School student number and PIN.

You are required to constantly visit eLearn as it is an essential source of information that is continuously updated with topical material, additional guidance, messages and tutorial letters.

eLibrary - is an excellent place for you to peruse additional reading of your own. This tool will be extremely valuable when conducting research for your assignments/ projects/ research reports. You have access to peer reviewed academic journals, articles and other sources covering marketing, management and logistics. Please note that you must reference the articles you use in your assignments. For access to the virtual library please follow the instructions available on eLearn. The eLibrary provides you with online access to ProQuest with a significant cache of online journal articles and more than 20 000 e-books. A number of "open access" platforms with academic journal content have also been added to the eLibrary. An instructional video is available that will guide you on how to conduct a search on ProQuest.

eMasterclasses - are interactive sessions presented by the module Lecturer for additional guidance, support and the opportunity to participate in a virtual classroom on eLearn. The objective for each eMasterclass is different, but generally these cover core module content, give feedback on assignments and assist you with exam techniques and preparation.

eDiscussion Forums - join eDiscussion Forums for discussions, to post questions and to receive valuable feedback from your peers and the Lecturer.

The Journal of Strategic Marketing - check the official publication of the IMM Graduate School, which keeps you up to date with the latest news and trends of what is happening in the industry. The publication is available in electronic format.

Student Portal - this is where you can source the assignment results, final semester results, examination confirmation letter, update your personal details, monitor and follow your account information, etc. You can log in with your IMM Graduate School student number and PIN. Once you are logged in, ensure you verify your details by clicking the verify button to proceed.

1.3 Student Support Centres (SSC)

Tutorials - IMM Graduate School SSCs offer tuition support for the IMM Graduate School programmes. Students who wish to supplement their distance learning by receiving academic support in the form of tutorials may elect to attend daytime or evening tutorials at some of the SSCs.

SSC eTutorials - offer you live online tutorial sessions, for 12 weeks in each semester, which will enhance your distance learning experience. You will interact with Tutors who are experts in their field, and who have a wealth of industry experience to share with you. During these sessions, you will be able to collaborate with other students; make use of breakaway rooms online to work in groups, see varied perspectives on the module content; and learn from each other. The recordings of the SSC eTutorials will also be available to view later if you cannot join live, or to revise before assessments.

Knowledge Centres - The IMM Graduate School has knowledge Centres at all SSCs with textbooks and additional materials that could help you in your assignments when you need to reference additional sources. For opening times at facilities please enquire at your SSC. You have access to free Internet at the Information Centre. The photocopying and printing facilities are also available at a cost in the knowledge Centre subject to the Copyright Act 98 of 1978.

2. Preparing to Study

Get organised:

- Get all your study materials together
- Buy your textbooks
- Access eLearn on your computer / tablet / smart phone
- Draw up your study timetable and commit to it
- Set clear objectives to achieve deadline dates for every module

Computer Skills:

- You need basic computer skills for Internet searches, assignments, eLearn, our website, student portal and email
- You have free Internet access at our Information Centres
- Ensure you have data

How to adjust to student life

Establish a Support System:

- Find a mentor at your workplace
- Let your close friends and family know that you are studying, so that they will be there for some emotional and moral support when you need it
- Share what you are learning with your family and people close to you
- Make sure you are not isolated

Ask for Help:

- Contact the IMM Graduate School support staff for clarity when you need it and ask them to explain issues which you may find confusing or challenging by emailing your query to helpme@immgsm.ac.za or post your queries on the eDiscussion Forum
- Don't leave your queries to the last day before you write your examination or before the assignment submission date

3. Assessments

3.1 Assignments (formative assessments)

You are encouraged to consult credible, reliable learning materials, (as long as they are appropriately referenced) in answering the assignment questions.

Assignments are a very important part of your learning as they allow you to assess your progress in anticipation of writing the Final Assessment. Some of the modules requiring a research report or project will contain one assignment in addition to the summative assessment report or project at the end of the semester.

Below are a few important documents with which to familiarise yourself when preparing for an assignment. These documents are available on eLearn:

Assignment question papers - these are loaded on eLearn at the start of every semester to allow students ample time to complete their assignments. The first assignment (where applicable) is a test which is time restricted. You won't have access to the assignment (test) before the time.

Presentation marks - students may lose marks for presentation on an assignment. Make sure you refer to the presentation mark rubric attached to the assessment papers.

IMM Graduate School's Guideline to Harvard Referencing - provides guidelines on how to properly reference the material used to complete the assignment and it is available on eLearn.

Instructions for completing and submitting assignments - important instructions on how to complete and submit your assignments.

Plagiarism Policy and Plagiarism Avoidance Guideline - plagiarism covers a range of issues and it is important that you fully understand the implications and potential penalties that would apply if you should plagiarise in the completion of work handed in for assessment.

Guidelines on how to approach and answer case study questions - this provides you with guidelines on how to make the most of answering questions based on a case study. This document also links you to case studies that you can use to practice your skills, analyse and answer the accompanying questions.

Calendar of Events - a summary of important dates such as the examination timetable and assignment deadlines that you need to keep in mind throughout your studies at the IMM Graduate School. Important dates are indicated on your calendar per module on eLearn, in the IMM Graduate School Prospectus and on the IMM Graduate School website. It is advised to keep a copy of this page attached to the wall over your desk.

3.1.1 Assignment feedback

- Assignments completed and uploaded on eLearn, will have marker's comments made online for you to access.
- Projects and reports are marked online, and will have a marker's comments made online for you to access.
- Remark information is available. Please consult eLearn to download the Assignment Appeal Application form. Strict deadlines apply.

3.2 Final Assessment (summative assessments)

Your IMM Graduate School Final Assessment confirmation letter containing your student details, date and time of the Final Assessment, as well as the modules you are registered for will be available on the Student Portal.

Supplementary Final Assessments are available to students who achieved more than 50% in the affected module for their assignment and who achieved a final result of 40-49% for the semester. In the event of a Supplementary Final Assessment being granted, the assignment result will not be incorporated into the calculation of the final semester mark - the Supplementary Final Assessment result only will be counted. The result of a Supplementary Final Assessment is capped at 50%.

The IMM Graduate School also provides you with additional support to help you prepare for your Final Assessments. Specific support areas and recommendations are as follow:

- Selected modules have tutorial letters for the Final Assessment if important information must be communicated such as a change to the Final Assessment structure or when a new textbook is prescribed.
- Assignment feedback - it is highly recommended that you work through your assignments with special reference to the marker feedback to prepare for the Final Assessment.
- How to approach an open book Final Assessment - guidelines on how to approach your first open book Final Assessment are available on eLearn.

Contact Details

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