



Student Welcome Guide 2016

Experts in business education specialising in marketing and supply chain management.



Graduate School

Marketing • Supply Chain • Business

0861 IMM GSM | www.immgsm.ac.za

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Dear Student

Welcome to the IMM Graduate School. We hope that your academic journey with us will be an enriching and fulfilling experience.

The IMM Graduate School is a distance learning institution, so you will not be attending classes on a daily basis. This gives you a flexible alternative to getting your education. Our distance learning approach fits around your work and other commitments. You will be able to keep up with your studies wherever you are, it is however still your responsibility to keep to your study schedule.

Whilst our core focus is distance learning, you don't need to feel alone. The IMM Graduate School will be there to support you as you progress along this exciting new journey. We fully understand the needs of our students and the challenges involved in distance learning (we have been in operation for over 60 years).

Your academic development is our primary concern and we are committed to doing whatever possible to ensure that your period with the IMM Graduate School is enjoyable, productive and rewarding. You will have access to our extensive support services to help you develop your own skills, learn new skills and prepare yourself for an industry relevant career.

This Welcome Guide has important information that will help you succeed at distance learning (specifically at the IMM Graduate School), it will give you a good understanding of the opportunities and challenges you will face as a distance learning student.

We wish you every success in your studies and we look forward to sharing your academic journey with you.

Warm regards
IMM Graduate School Team

Our Qualifications and Accreditation

The IMM Graduate School specialises in Marketing and Supply Chain Management.

We believe that your academic qualification should equip you for your career. The content and activities in our curricula are academically and industry relevant. We ensure that our qualifications include the application of theory to real-life business situations. Our consistent focus on industry relevance ensures that we remain specialists.

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 advancing our learning materials and finding new ways to help you expand your knowledge base.

Whilst specialising in Marketing 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 spectre of industries.

IMM Graduate School programmes are HEQSF aligned and registered with SAQA. As a quality assured institution by the Council of Higher Education (CHE) 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.

As a result of the IMM Graduate School maintaining these high standards, once you complete your qualification, 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. Support

1. 1 Your Study Materials

The study material and or learning resources will serve as firm pillars of support throughout your studies. Upon registration, you will be provided with all the requirements for successful self-study, i.e. resource pack which include a comprehensive learner guide per module and a list of prescribed textbooks.

The learner guide for the module should be used in conjunction with the prescribed textbook. Content in the learner guide in combination with the prescribed textbook will be assessed based on the learning outcome for the module. It is therefore imperative that you incorporate the learner guides in all aspects of your studies across all modules.

You will have access to eLearn within 72 hours of registration and there you will find electronic learner guides, assignment questions, past examination papers, tutorial letters and many other useful resources. You are required to constantly visit eLearn for the messages, notices, new materials, up-dates and important documents. These are posted on an on-going basis and may contain valuable information and guidance.

1.2 Online Resources

[eLearn](#) - this is an online learning platform filled with dynamic content that extends learning to anywhere, anytime. It is aimed at promoting an exciting learning experience, providing a user friendly, convenient place to access learning materials and bridge the gap presented by distance learning through the use of technology. All you need to access the eLearn platform is a computer / tablet / smartphone with Internet connectivity. You can login with your IMM Graduate School student number and PIN.

It is an essential source of information that is continuously updated with topical material, additional guidance, messages and tutorial letters.

[Emerald Insight \(Virtual Library\)](#) - this 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 journal, articles and other sources covering marketing, management and logistics. Please note that you must reference the articles you use in your assignments. See section 3.1 for the link to the **Harvard referencing guide**. For access to Emerald please follow the instruction on the Emerald Insight (Virtual Library) on eLearn.

[Student Portal](#) - this is where you can source the assignment results, exam results, exam confirmation letter, update your personal details, monitor and follow your account information, etc. You can login with your IMM Graduate School student number and PIN. Once you are logged on, ensure you verify your details and click a verify button to proceed.

1.3. Other Supporting Resources

Marketing Information Centre - the IMM Graduate School has libraries in all Regional Centers 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 take a look at the [Marketing Information Centers](#) section on our website. You have access to free internet at the library. The photocopying and printing facilities are also available at a cost in the library subject to the Copyright Act 98 of 1978.

Pre-assessment Tutorials Programme Sessions - the IMM Graduate School runs Pre-assessment Tutorials which are scheduled per semester. These Pre-assessment Tutorials are held near the end of each semester. These sessions focus on problems or difficult areas as identified by students and review work prior to the assessments. The Pre-assessment Tutorials information sheet, fee structure, and timetables are available on eLearn and on IMM Graduate School website. Ensure you book well in advance as these Pre-assessment Tutorials sessions are popular.

NB: You will gain maximum benefit from these sessions if you prepare ahead.

Online Tutorials - in our on-going efforts to support our distance students the IMM Graduate School hosts Online Tutorials in modules which we have identified as ones where students need additional guidance and support. In a Online Tutorials a subject matter expert shares their knowledge through the use of a presentation/ video conferencing addressing learning outcomes/ assignment preparation/exam preparation etc. giving ample opportunity for student feedback and interaction.

“Online Chats” - the IMM Graduate School hosts “Online Chats”, these are online question and answer chat sessions, giving you the opportunity to ask your subject related questions and get immediate feedback and advice from an expert. These are particularly beneficial to students who have gone through their work and have found specific things that they would like clarified.

Strategic Marketing Magazine - 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.

Another publication of the IMM Graduate School is the **Strategic Marketing Africa magazine**, which addresses the unique marketing challenges and opportunities in Africa. These magazines are released quarterly and assist you in providing examples you can make use in assessments to back up your theoretical knowledge. Both of these magazines are available electronically on eLearn.

2. Preparing to Study

Get Organised:

- Get all your study materials
- Buy your textbooks
- Familiarise yourself with eLearn
- Draw up your study timetable and commit to it

Establish a Support System:

- 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
- Find a mentor at your work place
- Share what you are learning with your family and people close to you
- Make sure you are not isolated

How to adjust to student life

Computer Skills:

- You need basic computer skills for internet search, assignments, eLearn, Emerald, our website, student portal and e-mail
- You have free internet access at our library

Ask for Help:

- Ask for help in timeously
- 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
- Don't leave your queries to the last day before you write your exam or before the assignment submission date

3. Assessments

3.1 Assignments (formative assessments)

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

Assignments are very important part of your learning as they allow you to assess you progress in anticipation of writing the examinations.

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

- [Harvard referencing guide](#) - provides guidelines on how to properly reference the material used to complete the assignment and it is available on eLearn.
- [Completing and submitting your assignment](#) - important instructions on how to complete and submit your assignment.
- [Plagiarism Policy](#) - 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
- [How to approach and answer a 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 four case studies that you can use to practice your skills of an analysis and answering the accompanying questions.
- [The IMM Graduate School Yearbook](#) - the IMM Graduate School rules and regulations (policies and procedures) are contained in the yearbook. It also contains all the most relevant information you may need on just about everything affecting your life as a student at the IMM Graduate School.
- [Calendar of events](#) - a summary of important dates that you need to keep in mind throughout your studies at the IMM Graduate School. A copy of this is available on eLearn and on the IMM Graduate School website. It is advisable to keep a copy of this page attached to the wall over your desk.
 - The assignment mark constitutes 20% of the final assessment mark unless otherwise stated.
 - The AMRT401 assignment constitutes 60% of the final mark.

A quick example of how to calculate the final mark, i.e. MAR101:

Examination mark = 75% Assignment mark = 65%

$65\% \times 0.2$ (assignment contribute 20% to final mark) =
13

$75\% \times 0.8$ (examination contribute 80% to final mark) =
60%

Therefore your final mark would be $60\% + 13\% = 73\%$

3.1.1 Assignment Collection

- Assignments may be collected within 7 days of the release of assignments' results from the venue where the assignments were submitted.
- Assignments which were handed in at an IMM Graduate School office may be collected from the office.
- A request to collect an assignment from an IMM Graduate School office must be sent to assignments@immgsm.ac.za, please include your student number and the module/s name/s

3.2. Examinations (summative assessment)

Your IMM Graduate School examination confirmation letter containing your student details and the modules you are registered for as well as the exam venue address, the date and time of the exam will be available on the [Student Portal](#).

You are required to arrive at the examination venue with your personal identification as well as a copy of your examination confirmation letter.

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

- Specific modules have examination guide tutorial letters -these provide you with an understanding of the structure of the examination, as well as past problem areas.
- Assignment feedback - it is highly recommended that you work through your assignments with special reference to the marker feedback to prepare for the examination.
- How to approach an open book exam - guidelines on how to approach your first open book examination are available on eLearn.
- The IMM Graduate School Prospectus - the annual IMM Graduate School Prospectus is an important companion for every student. Examination timetables, all important dates and the annual fee structure are contained therein.

4. eMail Support

Please direct your queries through to the relevant IMM Graduate School staff in order to ensure that you receive a prompt response. To confirm you are contacting the relevant people, please refer to the IMM Graduate School important eMail contact list which is available on IMM Graduate School website and on eLearn.

When sending a query through please ensure you structure the eMail correctly by providing:

- Your contact details;
- Your student number;
- Specific module name you are enquiring about with;
- A detailed explanation of your academic query.

Contact details



NATIONAL CALL CENTRE NUMBER - (SOUTH AFRICA) 0861 IMM GSM
INTERNATIONAL CALL CENTRE NUMBER - (AFRICA) +27 71 821 4294

NATIONAL OFFICE JOHANNESBURG

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HARARE - ADMINISTRATION OFFICE

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