



# Graduate School

## Welcome Guide 2020

[www.imm.ac.za](http://www.imm.ac.za) | 0861 466 476  
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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 distance learning higher education institution, so you won't be attending classes on a daily basis, but you will be afforded the convenience of studying in your own space, at your own pace. This gives you a flexible alternative to getting your education. Our distance learning approach fits around your work and other commitments, 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 that 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 distance 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 distance 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 family, 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 examination or assignment 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 to complete these goals by
- Do everything possible to stick to these study 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 student support services (including an orientation session, module overviews, eTutorials, the Student Pacer, a Study Guide and eStudy Guide (Postgraduate and Degree modules only) on our eLearn platform on [www.imm.ac.za](http://www.imm.ac.za), to help you develop your strengths, learn new 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](mailto:helpme@immgsm.ac.za)
- 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,*

**IMM Graduate School Faculty**

## Our Programmes and Accreditation

The IMM Graduate School specialises in marketing, business and supply chain 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 advancing our learning materials and finding new ways to help you expand your knowledge base.

Whilst specialising in marketing, business 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.

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 experience in distance learning education and has therefore adopted an integrated self-study approach using a combination of resources to support our students.

### 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 Study Guide or eStudy Guide per module and a list of prescribed textbooks.

**Study Guide** - The Study Guide for each module should be used in conjunction with the prescribed textbook. Content in the Study Guide together with the prescribed textbook will be assessed based on the learning outcomes for the module. It is therefore imperative that you incorporate the Study Guides in all aspects of your studies across all modules. The Study Guide is available on eLearn and can either be downloaded for offline use or can be accessed as an eStudy Guide (for Postgraduates and Degree Programmes).

**eStudy Guide** - The eStudy Guide is available on eLearn and includes interactive content such as video, other media forms and self-assessment activities. Students are able to engage meaningfully and effectively through this multi-media channel.

**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.

**Pacers** - The module pacers set out the target dates for completion of the module content. This allows you to follow a structured study strategy which will ensure the timely completion of formative assessment submissions as well as master the overall module content with the examination season in mind. The pacer 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 guidelines** - Assignment guidelines are available for financial modules.

**Assignment feedback report** - Assignment feedback reports are available after assignment results release.

**Previous examination papers** - The last three examination papers, if applicable, are available to assist you to prepare for examination assessment.

**Action verbs** - Action verbs are the words in the question title that tell you what you should do with the subject matter.

**Academic Induction Guidelines** - "How to Guide" to assist you with preparing as well as writing academic assessments.

## 1.2 Online Resources

- **eLearn** - 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. You will have access to eLearn within 72 hours of registration and there you will find electronic study guides, assignment questions, past examination papers, tutorial letters, a pacing guide for every module and many other useful resources. All you need to access the eLearn platform is a computer / tablet / smartphone with internet connectivity. 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.

- **eTutorials** - in our on-going efforts to support our students, the IMM Graduate School hosts eTutorials in modules for additional guidance and support. In the eTutorials, subject matter experts share their knowledge through the use of a presentation/video conferencing addressing module outcomes/assignment preparation/examination 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** - 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. This magazine is also available in electronic format on eLearn and on the website.

- **Student Portal** - this is where you can source the assignment results, examination 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

IMM Graduate School Student Support Centres offer tuition support in the IMM Graduate School education programmes. Students who wish to supplement their distance learning by receiving academic support in the form of tutorials may elect to attend **daytime**, **evening** and/or **workshops** at some of the Student Support Centres.

**Information Centres** - the IMM Graduate School has libraries at all Student Support Centres 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 Student Support Centre. You have access to free Internet at the Information Centre. The photocopying and printing facilities are also available at a cost in the Information Centre subject to the Copyright Act 98 of 1978.

## 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
- Set clear objectives to achieve deadline dates for every module

### Computer Skills:

- You need basic computer skills for Internet search, assignments, eLearn, our website, student portal and e-mail
- You have free Internet access at our Information Centres

### 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](mailto: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 any 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 examinations. All modules not requiring a project or report, have two assignments per semester. 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 to familiarise yourself with 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.
- **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 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 advisable to keep a copy of this page attached to the wall over your desk.

How to calculate the final mark For example modules with 2 assignments:		
Assignment 1 - $38/50 = 76\%$	Assignment 2 - $42/50 = 84\%$	$76 + 84/2 = 80 \times 0.4 = 32\%$ (The 40% combined contribution for the 2 assignments)
Examination - $55/100 = 55\%$	60% contribution - $55 \times 0.6 = 33\%$	<b>Final mark</b> $32 + 33 = 65\%$

### 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 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. Examinations (summative assessments)

Your IMM Graduate School examination confirmation letter containing your student details, the venue, date and time of the exam, as well as the modules you are registered for 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. Without these you may not be granted access to the examination.

Supplementary examinations 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 examination being granted, the assignment result will not be incorporated into the calculation of the final semester mark - the supplementary examination result only will be counted. The result of a supplementary examination is capped at 50%.

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:

- Selected modules have tutorial letters for examinations if important information must be communicated such as a change to the examination 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 examination.
- How to approach an open book exam - guidelines on how to approach your first open book examination are available on eLearn (for Postgraduate Students only).



## Contact Details

National Call Centre Number (South Africa) 0861 466 476

International Call Centre Number +27 11 628 2000

### National Office Johannesburg

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## Student Support Centres

### Gauteng

#### Edenvale

Building B, Stoneridge Office Park, 8 Stoneridge Place,  
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### Western Cape

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