



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

## TOUR7052 - Sem 1 2014 - St Lucia - Internal

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This printed course profile is valid at the date and time specified above. The course profile may be subject to change during the semester – the online version is the authoritative version.

This is the publicly-accessible version of this profile, which is slightly incomplete. If you are enrolled in this course you can access the complete course profile, including assessment criteria and marking details and full contact information, from the **Profile** link in your list of enrolled courses in [mySI-net](#).

### 1. General Course Information

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#### 1.1 Course Details

**Course Code:** TOUR7052 **Course Title:** Travel Distribution and Transport Systems

**Coordinating Unit:** School of Business

**Semester:** Semester 1, 2014 **Mode:** Internal

**Level:** Postgraduate Coursework

**Location:** St Lucia

**Number of Units:** 2 **Contact Hours Per Week:** 2L1S

**Incompatible:** TOUR7004

**Course Description:** This course focuses on the flow of information and people in the travel and tourism industries. Students will develop an advanced understanding of the distribution and management of the travel and transport sectors of the tourism industry. This course will explore how visitors find and book travel products, and how they access tourism product through various transport modes. The role of travel distribution intermediaries and transport companies will be analysed from a sustainable management perspective.

**Assumed Background:**

Although there are no pre-requisites for this course, it is a postgraduate course and therefore some background knowledge and a general understanding of the range of activities that fall under the umbrella of 'tourism' is assumed. As a postgraduate level course, it is also assumed that students are aware of the standards required for academic writing, particularly in relation to avoiding plagiarism and using referencing.

#### 1.2 Course Introduction

This course acquaints you with international, regional and local transport modes, networks and patterns, passenger flows and regulation. The role of various transport modes is examined, including land, sea and air, together with the contribution made by both to the private and public sectors. The course also examines the travel distribution system and the effect of changes from the introduction of new technologies is examined with reference to their impacts on the past and future developments on international tourism.

#### Course Changes in Response to Previous Student Feedback

Previous student feedback was very positive and no major changes have been made to the course for this semester. Your feedback throughout the semester will be welcomed.

#### 1.3 Course Staff

**Course Coordinator:** Dr Pierre Benckendorff **Email:** [p.benckendorff@uq.edu.au](mailto:p.benckendorff@uq.edu.au)

**Lecturer:** Dr Pierre Benckendorff

UQ students: Please sign in to [mySI-net](#) to view your list of enrolled courses and click the relevant **Profile** link to access all course contributor details held in this profile

#### 1.4 Timetable

Timetables are available on [mySI-net](#).

**Additional Timetable Information**

**Note:** It is the student's responsibility to attend classes and consult designated notice boards and websites for correct and up-to-date information regarding the course, including examination times. Relying on fellow students to pass on information may result in incorrect information for which the University will not be held responsible.

## 2. Aims, Objectives & Graduate Attributes

### 2.1 Course Aims

The aims of this course are to:

- provide you with an understanding of the structure, nature and operation of global transportation;
- assist you to understand alternative perspectives of those involved in providing travel and transport systems;
- enable you to make sound and well-balanced decisions when working within any organisational context of the international tourism transport management sectors; and
- provide you with an understanding of the global travel distribution system and the impact of technology on the distribution of travel information and products.

### 2.2 Learning Objectives

After successfully completing this course you should be able to:

- 1 understand the structure, nature, operation and future development of global travel distribution and transportation;
- 2 compare the differences between various transport modes and analyse their role in the efficient operation of global, regional and local tourist movements;
- 3 analyse data from a range of sources to make strategic decisions about the design, logistics and delivery of transport services for visitors;
- 4 evaluate public policies and planning procedures related to the provision of accessible regional visitor transport systems;
- 5 understand the environment in which travel distribution takes place and the factors influencing choice of distribution strategy;
- 6 reflect on your personal understanding of travel distribution and transport systems.

### 2.3. Graduate Attributes

Successfully completing this course will contribute to the recognition of your attainment of the following **UQ (Postgrad Coursework)** graduate attributes:

GRADUATE ATTRIBUTE	LEARNING OBJECTIVES
<b>A. IN-DEPTH KNOWLEDGE OF THE FIELD OF STUDY</b>	
<b>A2.</b> A broad understanding of the field of study, including how other disciplines relate to the field of study.	
<b>A3.</b> A comprehensive and in-depth knowledge in the field of study.	1
<b>A5.</b> An international perspective on the field of study.	1
<b>A7.</b> An appreciation of the link between theory and practice.	4, 5
<b>B. EFFECTIVE COMMUNICATION</b>	
<b>B1.</b> The ability to collect, analyse and organise information and ideas and to convey those ideas clearly and fluently, in both written and spoken forms.	3
<b>B2.</b> The ability to interact effectively with others in order to work towards a common outcome.	3
<b>B3.</b> The ability to select and use the appropriate level, style and means of communication.	3
<b>B4.</b> The ability to engage effectively and appropriately with information and communication technologies.	3, 6
<b>B5.</b> The ability to practise as part of an interdisciplinary team.	
<b>C. INDEPENDENCE AND CREATIVITY</b>	
<b>C2.</b> The ability to work and learn independently and effectively.	6
<b>C3.</b> The ability to generate ideas and adapt innovatively to changing environments.	3
<b>C5.</b> The ability to formulate and investigate problems, create solutions, innovate and improve current practices.	3
<b>C6.</b> The abilities and skills that provide a foundation for future leadership roles.	
<b>D. CRITICAL JUDGEMENT</b>	
<b>D2.</b> The ability to apply critical reasoning to issues through independent thought and informed judgement.	3
<b>D4.</b> The ability to process material and to critically analyse and integrate information from a wide range of sources.	2, 3, 5
<b>D5.</b> The ability to evaluate opinions, make decisions and to reflect critically on the justifications for decisions using an evidence-based approach.	6
<b>E. ETHICAL AND SOCIAL UNDERSTANDING</b>	
<b>E1.</b> An understanding of social and civic responsibility.	
<b>E3.</b> An appreciation of the philosophical and social contexts of a discipline.	
<b>E4.</b> A knowledge and respect of ethics and ethical standards in relation to a major area of study.	
<b>E5.</b> A knowledge of other cultures and times and an appreciation of cultural diversity.	
<b>E7.</b> The ability to work effectively and sensitively across all areas of society.	
<b>E8.</b> An understanding of and respect for the roles and expertise of associated disciplines.	

**Additional Course Information on Graduate Attributes**

N/A

## 4. Teaching & Learning Activities

### 4.1 Learning Activities

Date	Workshop	Other Activities
3 Mar - 9 Mar	<b>Mon - Fri</b> <b>Introduction to Travel Distribution &amp; Transport</b> <b>Learning Objectives: 1</b>	<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Review Module 1 Videos <b>Learning Objectives: 1, 2, 3</b>
10 Mar - 16 Mar	<b>Mon - Fri</b> <b>Module 1: Air Transport:</b> Review Week (Simulation Training + Team Allocation)	<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Revise Module 1 Videos for Quiz + Practice Simulation <b>Learning Objectives: 1, 2, 3</b>
17 Mar - 23 Mar	<b>Mon - Fri</b> <b>Module 1: Air Transport:</b> Quiz Week + Practice Simulation	<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Work on Airline Proposal + Practice Simulation <b>Learning Objectives: 1, 2, 3</b>
24 Mar - 30 Mar	<b>Mon - Fri</b> <b>Module 1: Air Transport:</b> Activity Week: Presentations	<b>Mon - Fri</b> <b>Assessment (Quiz):</b> Quiz 1 <b>Learning Objectives: 3</b>
31 Mar - 6 Apr	<b>Mon - Fri</b> <b>Module 2: Surface Transport:</b> Review Week	<b>Mon - Fri</b> <b>Assessment (Presentation):</b> Airline Proposal <b>Learning Objectives: 3</b>
7 Apr - 13 Apr	<b>Mon - Fri</b> <b>Module 2: Surface Transport:</b> Quiz Week	<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Review Module 2 Videos <b>Learning Objectives: 1, 2</b>
14 Apr - 20 Apr	<b>Mon - Fri</b> <b>Public Holiday:</b> No classes this week	<b>Mon - Fri</b> <b>Assessment (Reflexive Blogs):</b> Blog 1 <b>Learning Objectives: 6</b>
21 Apr - 27 Apr	<b>Mon - Fri</b> <b>Mid Semester Break:</b> No classes this week	<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Revise Module 2 Videos for Surface Transport Quiz + Airline Simulation <b>Learning Objectives: 1, 2</b>
28 Apr - 4 May	<b>Mon - Fri</b> <b>Module 3: Transport Planning &amp; Infrastructure:</b> Review Week	<b>Mon - Fri</b> <b>Assessment (Quiz):</b> Quiz 2 <b>Learning Objectives: 3</b>
5 May - 11 May	<b>Mon - Fri</b> <b>Module 3: Transport Planning &amp; Infrastructure:</b> Quiz Week	<b>Mon - Fri</b> <b>At home...</b> (Simulation): Airline Simulation <b>Learning Objectives: 3</b>
12 May - 18 May	<b>Mon - Fri</b> <b>Module 3: Transport Planning &amp; Infrastructure:</b> Activity Week	<b>Mon - Fri</b> <b>Assessment (Reflexive Blogs):</b> Blog 2 <b>Learning Objectives: 6</b>
19 May - 25 May	<b>Mon - Fri</b> <b>Module 4: Travel &amp; Transport Distribution:</b> Review Week (Lecture delivered in class)	<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Review Module 3 Videos + Airline Simulation <b>Learning Objectives: 2, 4</b>
26 May - 1 Jun	<b>Mon - Fri</b> <b>Module 4: Travel &amp; Transport Distribution:</b> Quiz Week	<b>Mon - Fri</b> <b>Assessment (Report):</b> Airline Annual Report <b>Learning Objectives: 3</b>
		<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Revise Module 3 for Transport Planning & Infrastructure Quiz + Airline Simulation <b>Learning Objectives: 2, 4</b>
		<b>Mon - Fri</b> <b>Assessment (Quiz):</b> Quiz 3 <b>Learning Objectives: 2, 4</b>
		<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Airline Simulation <b>Learning Objectives: 3</b>
		<b>Mon - Fri</b> <b>Assessment (Reflexive Blogs):</b> Blog 3 <b>Learning Objectives: 6</b>
		<b>Mon - Fri</b> <b>At home...</b> (Self Directed Learning): Review Module 4 Videos + Airline Simulation <b>Learning Objectives: 1, 5</b>
		<b>Mon - Fri</b> <b>Assessment (Simulation):</b> Airline Performance <b>Learning Objectives: 3</b>
		<b>Mon - Fri</b> <b>Assessment (Quiz):</b> Quiz 4 <b>Learning Objectives: 5</b>

2 Jun - 8 Jun	<b>Mon - Fri</b> <b>Module 4: Travel &amp; Transport Distribution:</b> Activity Week	<b>Mon - Fri</b> <b>Assessment (Reflexive Blogs):</b> Blog 4 <b>Learning Objectives:</b> 6
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## 4.2 Other Teaching and Learning Activities Information

### Teaching Approach

This course has been developed using a "flipped teaching model". Flipped teaching is a form of blended learning which includes the use of technology to leverage learning during class time, so the lecturer can spend more time interacting with students instead of lecturing. This is most commonly being done using videos of lectures that students view outside of class time. During class time (workshops) we will be doing a range of interactive activities, including revision of key concepts, guest speakers, problem solving, presentations and so forth.

### Course Structure

The course is structured around four modules: air transport, surface transport, transport planning and infrastructure, and travel and transport distribution. Each module will be delivered over a three week cycle which includes:

1. A review week: reviewing video content and recapping more difficult concepts related to the topic
2. A test week: final recap of the topic, a quiz on the topic and an interactive activity (if there is enough time)
3. An activity week: time spent examining a problem or issue related to the topic.

The idea behind this pattern is simple: over 3 weeks you **learn** the concepts, you get **tested** on the concepts and then you have a chance to **apply** some of the concepts through an activity. Please note that the last module on travel distribution is not delivered by video because the content is very time sensitive. An in-class lecture and powerpoint slides will be provided for this topic.

### How should I plan my time?

As a general rule of thumb you should aim to spend about 10 hours per course per week on your studies. Normally this would consist of 2-3 hours of class time and 7-8 hours of revision, reading, assessment work and group work. In TOUR7052 you will only have **2 hours of class time each week** and will be expected to spend the other **8 hours in a range of activities, including online instruction through videos**. The activities will vary from week to week depending on upcoming assessment. I would suggest that you use the following table as a guide. The table indicates each of the weeks of the semester and how many hours you should spend on each activity.

Activity/Week	1	2	3	4	5	6	7	8	9	10	11	12	13
Class Time	2	2	2	2	2	2	-	2	2	2	2	2	2
Online Revision	3	3	3 QUIZ 1	3	3	3 QUIZ 2	3	3	3 QUIZ 3	3	3	3 QUIZ 4	
Blog					1 BLOG 1		1 BLOG 2			1 BLOG 3			1 BLOG 4
Simulation		5	5	5 PROPOSAL	4	5	6	5 ANNUAL REPORT	5	4	5 FINAL RESULTS		
<b>TOTAL</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>3</b>

Please note that there is a Public Holiday during our class time in week 7 and a lecture will not take place. There is also a one week mid-semester break between week 7 and week 8. The Simulation task includes time spent in team meetings, online tasks and related assessment tasks. There will be four quizzes throughout the semester and your grade for this assessment will be based on your top three scores.

### How should I use the videos?

In this course the videos are a replacement for lectures. The benefit of video is that you can view it any time, any place. You can even download these to an iPod, iPad or iPhone to watch on public transport and when you are out and about or in between classes and group meetings. You can pause your lecturer, you can fast forward if you feel comfortable with the content or you can rewind and watch the video again if you missed a key point.

The videos are broken down into topics of 10-25 minutes. **Before the review week**, you should review the videos and note down any topics that you would like the lecturer to spend time on in class. At this stage it is not necessary to watch all of the videos from start to finish, but rather to focus on those topics that may be new, difficult or complex. These topics can then be discussed in the review week. By the time you get to the quiz week, you should have reviewed all of the videos in a module. That means you have about 2 weeks to fully review each module before you are tested on the content.

## 5. Assessment

### 5.1 Assessment Summary

This is a summary of the assessment in the course. For detailed information on each assessment, see [5.5 Assessment Detail](#) below.

Assessment Task	Due Date	Weighting	Learning Objectives
<i>Quiz</i> Review Quizzes	17 Mar 14 - 30 May 14 In Class	35% Individual 30%, Team 5%	1, 2, 4, 5
<i>Simulation</i> Airline Simulation	28 Mar 14 - 19 May 14 See due dates under Task Description	40% See Task Description	3
<i>Blog</i> Reflective Blog	4 Apr 14 16:00 - 6 Jun 14 16:00	25% Blog 20%, Team Evaluation 5%	6

### 5.2 Course Grading

**Grade X:** No assessable work received.

**Grade 1, Fail:** Fails to demonstrate most or all of the basic requirements of the course:

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**Grade 2, Fail:** Demonstrates clear deficiencies in understanding and applying fundamental concepts; communicates information or ideas in ways that are frequently incomplete or confusing and give little attention to the conventions of the discipline:

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**Grade 3, Fail:** Demonstrates superficial or partial or faulty understanding of the fundamental concepts of the field of study and limited ability to apply these concepts; presents undeveloped or inappropriate or unsupported arguments; communicates information or ideas with lack of clarity and inconsistent adherence to the conventions of the discipline:

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**Grade 4, Pass:** Demonstrates adequate understanding and application of the fundamental concepts of the field of study; develops routine arguments or decisions and provides acceptable justification; communicates information and ideas adequately in terms of the conventions of the discipline:

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**Grade 5, Credit:** Demonstrates substantial understanding of fundamental concepts of the field of study and ability to apply these concepts in a variety of contexts; develops or adapts convincing arguments and provides coherent justification; communicates information and ideas clearly and fluently in terms of the conventions of the discipline:

-

**Grade 6, Distinction:** As for 5, with frequent evidence of originality in defining and analysing issues or problems and in creating solutions; uses a level, style and means of communication appropriate to the discipline and the audience:

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**Grade 7, High Distinction:** As for 6, with consistent evidence of substantial originality and insight in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critically evaluates problems, their solutions and implications:

-

#### Other Requirements & Comments :

*Grades will be allocated according to University-wide standards of criterion Based Assessment.*

Grade	Cut Off % Range
<b>1</b> ( <i>Serious Fail</i> )	0 - 29
<b>2</b> ( <i>Fail</i> )	30 - 46
<b>3</b> ( <i>Fail</i> )	47 - 49
<b>4</b> ( <i>Pass</i> )	50 - 64
<b>5</b> ( <i>Credit</i> )	65 - 74

6 (Distinction)	75 - 84
7 (High Distinction)	85+

### 5.3 Late Submission

Requests for the granting of extensions must be made in writing (not via email) to the Course Coordinator at least 24 hours prior to the submission date. The request must also contain documentation satisfactorily supporting the request. If an extension is approved, the new agreed date for submission will be noted on the application together with the Course Coordinator's and the student's signatures and a copy returned to the student.

Items (for which no extension has been granted) submitted after the due date and time, incur a late submission penalty. The penalty is at the rate of 5% (0.4 of a grade) of the total available marks for that particular piece of assessment, for each calendar day or part thereof that the item is overdue.

The above late submission information **does not** apply to honours theses, 8 unit research theses, 4 unit research projects and 2 unit research reports. For extension and late submission information in relation to these courses see section 5.4 of the course profile.

### 5.4 Other Assessment Information

Unless otherwise advised by your course coordinator, all written assignments are now to be electronically submitted via Blackboard. The instructions for submission are in the *Online Submission Folder* in your course Blackboard site. The online submission is in addition to any other submission requirements that appear in this ECP.

**If your course coordinator has also requested a hard copy submission, please note the following:**

Hardcopy assignments must be lodged by the due date and time stated in the course profile, and are to be submitted through the BEL Faculty Collaborative Learning Centre (FCLC) located on level 1 of the Colin Clark Building.

- Each assignment must be accompanied by the appropriate, fully completed FCLC Tourism Assignment Cover Sheet, available online from [www.bel.uq.edu.au](http://www.bel.uq.edu.au) or the FCLC.
- Assignments **must not** be faxed or emailed to the Course Coordinator.
- All assignments will be stamped with the date and time of receipt, or if submitted after hours with the date of the NEXT business day.
- Students must sign the cover sheet, acknowledging the plagiarism Statute of the University and must always keep a copy of their work.
- All group assignments must have ONE nominated representative's details at the top of the coversheet, with details of other group members listed on the lower section. Students should keep a list of their group members' full names and contact details.
- Students must produce their student ID card (or driver's license) to collect marked assignments.
- Incomplete or incorrect assignment coversheets can cause delays in processing your assignment.

#### FOR GROUP ASSIGNMENTS

- All group assignments must have ONE nominated representative's details at the top of the coversheet, with details of other group members listed on the lower section.
- Students should keep a list of their group members' full names and contact details.
- Please check with your course coordinator if online submission is required for a group assignment.

#### COLLECTION OF ASSIGNMENTS

Your Course Coordinator will advise when your assignments are ready for collection, and from where the assignments can be collected.

**NB You must produce your student ID card (or driver's license) when collecting in person**

#### Referencing and citing

- Assignments must be substantially your own work. If you wish to report another author's point of view you should do so in your own words, and properly footnote the reference in accordance with the school style. Direct quotations should be used sparingly, form a small part of your work, and must be placed in quotation marks and referenced.
- Any material taken from texts and other references, including electronic resources, CD-ROMS, and the Internet, **must** be acknowledged using the accepted school style.
- Students are encouraged to discuss issues that arise in this course together, however, the written work you submit **must be entirely your own**. Similarly, you must not help another student to cheat by lending assignments (present or past).
- For more information on referencing visit the library or see: [http://www.library.uq.edu.au/infoskil/referencing\\_styles.html](http://www.library.uq.edu.au/infoskil/referencing_styles.html)
- If you do not reference correctly you could be found guilty of academic misconduct. Please see this link for more information: <http://www.uq.edu.au/myadvisor/academic-integrity-and-plagiarism>

For more information on assessment please review the UQ Assessment Policy at <https://ppl.app.uq.edu.au/content/3.10.02-assessment>

#### Deferred Final Exams

A student who is unable to sit a scheduled final examination must apply for a deferred examination no later than 5 days after the date the original examination was held. **Please note that if you commence an exam you are not eligible to then apply for a deferred exam.**

Applications should be lodged at a Student Centre. Faculties may approve applications for deferred examinations under the broad headings medical, compassionate or exceptional circumstances. Deferred examinations are not automatically granted. For further information (such as evidence required and time limits) please see My Advisor <http://www.uq.edu.au/myadvisor/index.html?page=2995>.

#### SUPPLEMENTARY ASSESSMENT

Supplementary assessment is an additional opportunity to demonstrate that the learning requirements for the course have been satisfied and that the graduate attributes for the course have been attained. Supplementary assessment will be granted only where the General Award Rules and Program Rules allow.

For all School of Tourism courses supplementary assessment is weighted at 100% and covers the learning outcomes for the course. This means that the marks obtained for any progressive assessment throughout the semester are disregarded and the final result for the course is based entirely on the performance in the supplementary assessment.

The highest grade that can be received for supplementary assessment is a grade of 4.

For further information on supplementary assessment please see My Advisor <http://www.uq.edu.au/myadvisor/?page=2954>

### 5.5 Assessment Detail

## Review Quizzes

**Type:** Quiz

**Learning Objectives Assessed:** 1, 2, 4, 5

**Due Date:**

17 Mar 14 - 30 May 14 In Class

**Weight:** 35%

Individual 30%, Team 5%

**Task Description:**

- Four review quizzes will be held in class in weeks 3, 6, 9 & 12.
- The questions will be drawn from the video lectures and readings in the weeks **preceding** each quiz.
- The quizzes will consist of **20 multiple choice questions** to be completed in a **15-minute** time frame.
- At the end of the quiz you will submit your answers and will then participate in a **15-minute team-based learning activity** to discuss and discover the right answers with a small group of other students.
- If you miss a quiz for medical or personal reasons you must present documentation (medical certificate, statutory declaration, etc.) and your lecturer will then consider counting your mark from the practice quiz in week 3 instead of the quiz you have missed.

**Criteria & Marking:** UQ students: Please sign in to [mySI-net](#) to view your list of enrolled courses and click the relevant **Profile** link to access marking criteria held in this profile

## Airline Simulation

**Type:** Simulation

**Learning Objectives Assessed:** 3

**Due Date:**

28 Mar 14 - 19 May 14 See due dates under Task Description

**Weight:** 40%

See Task Description

**Task Description:**

This course will make use of an online airline business simulator to help you learn about the logistics and operations of passenger transport modes. **You will work in a team with 4-6 other students** to build and manage a virtual airline. A trial simulation will run in weeks 2 and 3 to allow you to familiarise yourself with the online software.

The assessable part of the simulation will commence on Monday of week 5 and will conclude at the end of week 11. In the simulation, one week represents six months (two quarters) of a year. At the end of each week, news items that may impact on the operation of your airline will be circulated. You will need to work on the simulation every week during this time. **The simulation will include a number of staged assessment tasks** as described below:

Learning activity	Weight	Who?	What?	When?
Airline Proposal (Team Presentation)	10%	Team	8-10 minute presentation + PPT slides	28 March (In Class, Week 4)
Annual Report 2014	20%	Team	10-12 pages	28 April (Blackboard, Week 8)
Final Airline Performance	10%	Team	No submission required	19 May (Week 11)

You should **aim to spend about 4-5 hours of study time per week on this assessment task**. More information about this assessment will be provided in class and on the BlackBoard course website.

**Criteria & Marking:** UQ students: Please sign in to [mySI-net](#) to view your list of enrolled courses and click the relevant **Profile** link to access marking criteria held in this profile

**Submission:** Proposals are presented in class in week 4. The annual report should be submitted electronically on blackboard. Only one submission is needed from each team and no hard copy is required. No submission is required for the final airline performance - data will be taken directly from the simulation.

## Reflective Blog

**Type:** Blog

**Learning Objectives Assessed:** 6

**Due Date:**

4 Apr 14 16:00 - 6 Jun 14 16:00

**Weight:** 25%

Blog 20%, Team Evaluation 5%

**Task Description:**

You are required to **post four reflective blog entries** about your learning in the course. You must post one entry of **not more than 300 words** by 4 pm on the following dates:

- 4 April
- 18 April
- 16 May
- 6 June

Your entry could include any combination of the following:

- What you have learned from the class activities, videos or assessment during the past 3 weeks
- Any challenges you faced during the past 3 weeks
- The performance of your airline or reflections on what competing airlines are doing
- Your contribution(s) to the simulation over the past 3 weeks (i.e. what you did, how you responded to a challenge or issue, what decisions you have made)



- Your reflections on the outcomes of actions taken over the past 3 weeks
- Reflections about your team/team members (only the course coordinator can see your blog)
- Reflections on any assessment tasks related to the simulation (i.e. proposal, performance analysis, annual report) or the quizzes

**Each blog entry should be a reflective and well thought out response.** Your blog should be **written in the first person** (from your perspective) and should be free from spelling and grammatical errors. There shouldn't be any typos. You **may add photos/images and references** to make your blog interesting but don't go overboard! Keep it simple.

You should aim to spend about 1 hour on this task in the weeks that the blog is due.

In the final week of semester you will be provided with a link to complete a team evaluation. This will require you to evaluate your contribution as well as the contribution of each of your team members throughout the semester.

**Criteria & Marking:** UQ students: Please sign in to [mySI-net](#) to view your list of enrolled courses and click the relevant **Profile** link to access marking criteria held in this profile

**Submission:** Your blog can be completed and submitted online by going to the Course BlackBoard Website and following the links to Assessment > Blog.

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