ARTS1121

GYa YghYf Hk c `##`&$%

7ci fgY Cj Yfj]Yk

GhUZZ 7cbhUWh 8YhU]`g

7cbj Ybcfg

BUaY	9aU]`	5j U]`UV]`]hm	@cWUh]cb	D\cbY
>cbUh\Ub 6c``Yb	"Vc``Yb4 i bgk "YXi "Ui	Hi YgXUmg %$Ua !%&da žYa U]` Zcf Uddc]bhaYbh	FcVYfh K YVghYfž Fcca &(*8	-',) $+%

Hi hcfg

BUaY	9aU]`	5j U]`UV]`]hm	@cWUh]cb	D\cbY
A UfU 8Uj]g	a "XUj]g4 i bgk "YXi "Ui	H65 ! d YUgY WcbhUWh		
A]hW\Y``K \]hY\YUX	a "k \]hY\YUX4 i bgk "YXi "Ui	H65 ! d YUgY WcbhUWh		

GWXcc` 7cbhUWh b Zcfa Uh]cb

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D\cbY f$&Ł-',) (,) *

9aU]` gUa 4 i bgk "YXi "Ui

K YVg]hY \hhdg.##gUa "Ufhg"i bgk "YXi "Ui

H\Y GWXcc` cZh\Y 5fhg UbX A YX]U k ci X]_Y hc FYgdYWhZ ``m 5W_bck `YX[ Y h\Y HfUX]h]cbU` 7i ghcX]Ubgž h\Y 6YXY[U`f?`Ybg]n bhcb WUa di gŁž UX][U`f7]hmUbX 5fh/ 8Yg][b 7Ua di ggŁUbX h\Y B[ i bbUk U` dYcd`Y f6i ghfU]]Ub 8YZYbWY `: cfW 5WUXYam]b 7UbVcffUŁ cZh\Y `UbXg k \YfY YUW\ WUa di g cZI BGK `]g `cWUhYX"

5hhYbXUbWY FYei]fYa Ybhg

5 ghi XYbh]g YldYWhYX hc UhhYbX U ``WUgg WcbhUWh\ci fg Zcf U ZUWY!hc!ZUWY f] & Ł cf V`YbXYX Wci fgY UbX Wca d YhY U ``UWj]h]Yg Zcf U V`YbXYX cf Z``m]cb]bY Wci fgY"

5 ghi XYbh k \c Uff]jYg a cfY h\Ub `%) `a]bi hYg `UhY `a UmVY dYbU]gYX Zcfbcb!UhhYbXUbWY" =Zgu WX `U dYbU`hm]g]a dcgYXž h\Y ghi XYbh a i ghVY]bZcfa YX jYfVU`mUhh\Y YbX cZWUgg UbX UXj]gYX]b k f]h]b[k]h\ ]b &(\ci fg"

=Z U ghi XYbh Yld Yf]YbWYg]``bYggž a]gUXjYbh fY cf ch\Yf cWWfffYbWY h\Uha U_Yg UVgYbWY Zcaa U WUgg#UWj]h]mi bUjc]XUV Yž cf Yld YWhg hc VY UVgYbhZcaa U Zcfh\Wca]b[WUgg#UWj]h]mžh\Ymg\ci X gYY_ dYfa]gg]cb Zca `h\Y 7ci fgY 5i h\cfžUbX k \YfY Udd`]WUV Yžh\YfYdei Ygh\ci X VY UWWca dUb]YX Vmz Ubm cf][ ]bU` cf WYfh]z YX Wcd]cZU a YX]WU` WYfh]z WUhY cf ch\Yf Zcaa `cZUddfcdf]UhY Yj]XYbW"

5 7ci fgY 5i h\cf]ma UmYlWi gY U ghi XYbhZcaa WUggYg cf UWj]h]Yg Zcf i d `hc `cbY `a cbh\" <ck YjYfž h\Ym a UmUgg][ b UXX]h]cbU` UbX#cf U YfbUhjY YhUg_g hc YbgifY Wca d `UbW" 5 7ci fgY 5i h\cf]mWcbg]XYf]b[ h\Y [ fUbh]b[ cZUVgYbWYa i ghVY UkUfY h\Uh fYei YghgUWUb VY a UXY k ]`gh `VY U`hc a YYhh\Y Wci fgY'g YUfb]b[ci hWca Yg

UbX#cfjc`i a Y cZ YUfb]b[ " 5 ghi XYbh gYY_]b[ Uddfcj U` hc VY UVgYbh Zcf a cfY h\Ub cbY a cbh\ a i gh Udd`m]b k f]h]b[hc h\Y 8YUb UbX dfcj]XY U``cf][]bU` cf`Wfh]ZYX gi ddcfh]b[XcW a YbhUh]cb"

: cf a cfY]bZcfa Uh]cb UVci h h\Y UhhYbXUbWY dfchcWc`g ]b h\Y : UW`hm cZ 5fhg UbX GcW]U`
GW]YbWYg. \hdg.##k k k "Ufhg"i bgk "YXi "Ui #W ffYbh ghi XYbhg#UWUXYa]W]bZcfa Uh]cb#dfchcWc`g! [i ]XY`]bYg#

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5WUXYa]W]bZcfa Uh]cb

: cf YggYbh]U` ghi XYbh ]bZcfa Uh]cb fY`Uh]b[hc. fYei Yghg Zcf Yl hYbg]cbg/fYj]Yk cZ a Uf_g/cWWi d UhcbU` \YU`h\ UbX gUZYhm/Yl Ua]bUh]cb dfcWYXi fYg/gdYW]U` Wcbg]XYfUh]cb]b h\Y Yj Ybh cZ]``bYgg cf a]gUXj Ybhi fY/ ghi XYbhYei]hm UbX X]gUV]`]hm/UbX ch\Yf YggYbh]U` UWUXYa]W]bZcfa Uh]cbž
gYY \hdg.##k k k "Ufhg"i bgk "YXi "Ui #W ffYbh ghi XYbhg#UWUXYa]W]bZcfa Uh]cb#dfchcWc`g! [i ]XY`]bYg#

7ci fgY 8YhU] g

7fYX]h Dc]bhg *

Gi a a Ufmc Z h Y 7ci fgY

Gi V Y Wh 5 fYU. F ZW SfdWS` V BW 0Xad_S` UWE fgV W

H \g Wci fgY WUb U gc VY gh X]YX]b h Y Zc``ck]b gdYW U gUh cbg. 5dWSfhWI dff[Y 6S` UWE fgV W ? WW[S
5g fgdWS` V FWUZ a a Yk

DYfZcfa UbWY]g h Y dfUWW h Uhfi`b g WfYUh j]hm hc``]ZY" h]g Zi bXUa YbhU hc h YUhfY!a U]b žXUbWY UbX
`jY Ufh hc ghcfmh Y` b[` b Z]a ž Ub]a Uhcb UbX [Ua Yg/UbX hc Wca a i b]WUhcb]XYUg b di V]WfY Uhcbg UbX
Vi g]bYgg" K \Yh Yf mci f Zc W g]g Ufh]ghWYbXYUj ci f b dfcZgg]cbU dfcXi Wcbž W h fU dUfh]d Uhcb]b
Wca a i b]mg YhhVb[žcf Wbgi a Yf dfUWW]b Vj YfmUa]Zž mci k] `YUfb \ck hc UbU` mgY h\Y g][b žWUbWY
cZUWh cb UbX \ck hc XYg][b Yl dfY]bWg h Uhh Yb[U[Y Ui X]YbWg hcXUy" H Y @ Zyc ZDYfZcfa UbWY [ ]j Yg
mci h Y g_] g hc i bXYfghUbX dYfZcfa UbWY]b h Y Wbh Ym a dcfUfmcfX" ÷ UddfcUWYg h Y ghi Xyc Z
dYfZcfa UbWY UWfcgg U Vfc UX gdYWfia Zfca gc WU f h U]b cWU gYhh]b g hc a i]a YX]U Yj Ybh g cb h Y
k cfX ghU[Y" H fci [\ U Wca V]bUh cb cZWU gY ghi X]Yg UbX dfUWW WU Z Y Xk cf žmci k] YI d cfY \ck
dUfh]d Uhcb]b dYfZcfa UbWY WfYUhYg j U` i Yg žXYbh]hYg UbX VY] YZg h Uh VcbbYWd Ycd Y hc [Yh Yf UWfcgg
[cVU` bYhk cf_g" H \g ]g U WcfY @ Yj Y `% Wci fgY]b h Y H\YUhfY UbX DYfZcfa UbWY GhiX]Yg ghfYUa " ÷ UWb
U gc VY ghi X]YX Ug dUfh cZ 7fYUhj Y K f]hb[ž8UbWY Ghi X]gž UbX A YX]U ž 7i h fY UbX HYWWbc`c[m

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YgdYWU` `mmh YUhfY ghi X]Yg žUbh fcdc`c[ mUbX Wh fU` ghi X]Ygž UbX Xgh]b[i]g h Y]XYU cZ
'dYfZcfa UbWY' Zfca h Y]XYU cZ h YUhfY'

&" UbU` mgY U fUb[ Y cZ Yj Yfm XUm `]Z VY \Uj]ci fg UbX Yj Ybh g Ug dYfZcfa UbWY'

'" Udd`mgca Y cZ h Y _Ym h Yfma ]bc c]c Zmc Zdm dYfZcfa UbWY ghi X]Yg ─gi W U Ug '`a]bU']mž \mVf]X]hmž
'ei ch]X]Ub' UbX 'gma Vc]W UbX fYgchfYX VY\Uj]ci f' ─ hc U k]XY fUb[Y cZYj Yfm XUm UbX
Wbh Ym a dcfUfm dYfZcfa UbWY dfUWW Wgž UbX VY U` Y hc Yj U` i UhY h Y Yj c j]b[WbbYWd cbg VYhk YYb
h \cgY dfUWW Wg

(" UddfYW UhY h Y fc Y UbX]Z bWcb cZ UbX XYm cbgfUhY gca Y g_] `g]b gY Z] fY WhYX Yh bc[fUd]W
UbU` mgg cZ dYfZcfa UbWY

)"]XYbh]Zm \ck W` h fU` dYfZcfa UbWY UbX WbhYa dcfUfmUfhg dfUWW W g]bZcfa YX Vm UbX fYgdcbXYX hc
bUh cbU` UbX ]bhYfbUh cbU` dc]h WU` UbX Ug h Yh WWcbWYfbg

*" XYm cbghfUhY Ua]]Ufmm]h g c`WUfifYg YUfWW dfUWW W k ]h \b h Y X]gW]d `]bY cZ dYfZcfa UbWY
ghi X]Ygž UŁ``` fYUX UWWXYm]WUbX dYfZcfa UbWY hYl hg k]h \Wf]h WU` i bXYfghUbX]b[cZ VŁ``` UWWggg
]bZcfa Uh cb UbX fYgci fWYg fY Yj Ubh hc dYfZcfa UbWY ghi X]Yg UbX WbhYa dcfm dYfZcfa UbWY WŁ``
Zc``ck h\Y WbbvYbh cbg cZUWUXYm]Wk f]hb[ ]`Y fYZfYbWb[UbX ei ch Uh cb gmghYa gXŁ``` k cf_]b Ub
YZZYWj Yž gŁ'a c]j UhYX k Ume b U i bj Yfg]mWbhYl h

HYUWX]b[GhfUhY[ ]Yg

F YUX]b[DYfZcfa UbWY Yb[U[Yg ghi XYbhg]b U fUb[Y cZXymUm]W YUfb]b[dUh k Ume]h]bcWi XYg žWUW !hc!
ZUWY `Y Wh fYgž'Z]dd YX' cb]bY YUW fY WbhYbhžgfYYb ]b[ UbX X][ ]hU` a UhYf]U`žUgk Y` Ug k cf_g\cdg]b
WfUh j Y dfc V Ya !gc j]b[UbX Wf]h WU` UbU` mgg" H Y HYUWX]b[Z Ua Yk cf_ \Ug VYYb XYg][bYX hc]a d Ya Ybh

Assessment

Please see the course Moodle for detailed information on course assessments.

Assessment Tasks

Assessment Task	Weight	Due Date	Student Learning Outcomes Assessed
Multiple choice and short answer test	20%	In-lecture 29 August 2018	1, 2
Creative pitch group presentation	15%	Presentation in an allocated tutorial during weeks 7-12	1, 2, 5
Creative pitch individual report			

5ggYgga Ybh (. :]Y Xk cf_ YI YfWgY

GHUfh XUHY

@Yb[H . &$$$!&&$$ k cfXg

8YHU]g. &$$$!&&$$ k cfXg" H\]g]g h\Y Z]bU UggYgga Ybh Ug_ Gh XYbhg k] fYVW]j Y Zcfa Uh j Y UbX gia a Uhj Y YYXVUW_ H\ fci [\ XYHU]YX Wca a Ybh Ufm UbX bc H\cb j]U [fUXYa Uf_"

Gi Va]gg]cb cZ 5ggYgga Ybh HUg_g

Ghi XYbhg UfY Yl dYWhYX hc di hh\Y]f bUa Yg UbX ghi XYbhibi a VYfg cb Yj YfmidU[Y cZ h\Y]f Ugg][ba Ybhg"

Hi fb]h]b Gi Va]gg]cb

=Zmci YbWci bhYf U dfcV`Ya k \Yb UhhYa dh]b[ hc gi Va ]hmci f Ugg][ ba Ybh h\fci [ \ Hi fb]h]bž d`YUgY hY`Yd\cbY 9l hYfbU` Gi ddcfh cb -' ,) ' ' ' %cf Ya U]` hYa cb [Yl hYfbU`hY`hgi ddcfh4 i bgk "YXi "Ui "Gi ddcfh \ci fg UfY , .$$Ua –%$.$$da cb k YY_XUmg UbX -.$$Ua –) .$$da cb k YY_YbXg f1 *) XUmg U mYUfŁ =Zmci UfY i bUV`Y hc gi Va]hmci f Ugg][ba Ybh Xi Y hc U ZUi `h ]h\ Hi fb]h]b mci a UmUdd`mžcf Ub Yl hYbg]cbžVi hmci a i gh fYHU]bmci f]W YYbi m VYf Zca 9l hYfbU` Gi ddcfh]U cb[ k]h\ Ubmch\Yf fY Yj UbhXcWa YbhgŁhc ]bWi XY Ug Yj ]XYbW hc gi ddcfhmci f Yl hYbg]cb Udd`]WHcb" =Zmci Ya U]` 9l hYfbU` Gi ddcfhmci k]` Ui hca Uh]WU`mfYW]j Y U h]WYbi a VYfžVi h]Zmci `Y Yd\cbY mci k]`` bYYX hc gdYW]ZW U`mUg_ Zcf cbY" Hi fb]h]b U`gc dfcj]XYg i dXUhg cb h\Y]f gmghYa `ghUhi g cb Hk]hHf"

; YbYfU`mž UggYgga Ybh HUg_g a i gh VY gi Va ]hHX Y`YWfcb]WU`mj ]U h\Y fHi fb]h]b cf U A ccX`Y Ugg][ba Ybh "bb]bghUbWg k \YfY h\]g]g bchdcgg]V`Yž h]k ]` `VY ghUHYX cb mci f Wci fgY'g A ccX`Y g]HY k]h\ U`hYfbUh]j Y gi Va ]gg]cb XYHU]`g"

@UhY 5ggYgga Ybh DYbU`h]Yg

Ghi XYbhg UfY fYgdcbg]V`Y Zcf h\Y gi Va ]gg]cb cZ Ugg ggga Ybh HUg_g Vm h\Y fYei ]fYX XUHg UbX h]a Yg" 8YdYbX]b[ cZ h\Y Yl hYbh cZXY`Um]b h\Y gi Va]gg]cb cZ Ub Ugg Ygga Ybh HUg_ dUghh\Y Xi Y XUHY UbX h]a Yž

- K cf_ gi Va]hhYX %$ hc % XUmg UZhYf h Y gh]di UhYX XYUX `]bY k]``VY UggYggYX UbX ZYYXVUW_ dfcj ]XYX Vi hU a Uf_cZnYfc k ]``VY fYWcfXYX" Zh Y k cf_ k ci X \Uj Y fYWY]jYX U dUgg a Uf_Vi h Zcf h Y UhYbYgg UbX h Y k cf_]g U Wca di gcfmWci fgY Wca dcbYbhf\i fX Y fYei]fYa Ybhž U ghi XYbhk]` VY XYYa YX hc \Uj Y a Yhh UhfYei]fYa Ybh"
- K cf_ gi Va]hhYX &$ cf a cfY XUmg UZhYf h Y gh]di UhYX XYUX `]bY k]``bchVY UWWYdhYX Zcf UggYgga YbhUbX k ]` fYWY]j Y bc ZYYXVUW_ ž a Uf_cf [ fUXY" Zh Y UggYgga Ybh Ug_ ]g U Wca di gcfm Wca dcbYbhcZh Y Wci fgY U ghi XYbh k ]``fYWY]j Y Ub I bgUhg ZUWhcfm: U] `fI : Ł[ fUXY Ug U fYgi `hcZ i bgUhg ZUWhcfmdYfZcfa UbWY]b Ub YggYbh]U`Wca dcbYbhcZh Y Wci fgY"

H\ ]g]bZcfa Uh]cb]g U gc Uj U] U` $ ‰fm   ‰   ‰   ‰

7ci fgY GWXYXi `Y

H]a YHUV`Y

8UhY	HmdY	7cbhYbh
K YY_`%`&' `>i`m!`&- `>i`m	Hcd]W	9I d`U]b]b[ `G\ck`]b[ `8c]b[
	@YWhifY	K Y`]bhfcXi WY`mci `hc`k Umg`cZ`h\]b_]b[`UVci h`UWh]cb! h\Y`Yj YfmXUm`h]b[g`h\Uh`k Y`fX`cfUbX`h\Y`k Umg`h\Uh k Y`dUfh]W]dUhY`]b`Ub`]bhYfUg]b[`]mdYf_cfa UbWY! ZcW`ggYX`gcW]Yhm
	Hi hcf]U`g	Bc`hi hcf]U`g`]b`k YY_`%
K YY_`&.`'` $`>i`m!`) 5i[i gh	Hcd]W	7i `hi fU`DYff_cfa UbWY`UbX`F]hi U`
	@YWhifY	H\]g`k YY_`k Y`cc_`Uh`\ck `W`hi fU`Yj Ybhg`ŽfUa Y`ci f Yj YfmXUm`UWh]cbg` — `h\YgY`WUb`VY`h`hi [`hcZ`Ug f]hi U`g`h\Uh`a Uf`Wf`gYg`cZgY`Ž`bUh]cn`cf`Wcm a i b]my UbX`h\Uh`\Y`d`u g`hc`fUngh]cnž`fUngfcfa `cf`cf\YU`
	Hi hcf]U`	; u]XYX X`gW`gg]cn`cZ_Ym`]XYUg`Žfcm `fYUX]n[g` H\Y gcW]U`XfUa U`fJ]hcf`Hi fbYfŽ`7u `hi fU`dYffcfa UbWY fA ]hcn`G]b`YfŽ`@m]bU`f]hi`g`f5fbc`X`JUn`; YbbYd
K YY_`'`.`* 5i[i gh!`%& 5i[i gh	Hcd]W	DYff_cfa UbWY`UbX`h\Y`; YbXYfYX`GY`ŽÑYŁ
	@YWhifY	H\Y`dYff_cfa Ubj`YX`m Ybg]cbg`cZ`[ YbXYf`UfY`VY]b[ gfU[ YX`]b`fUX]WU`mbYw`k Umg"`K Y`cbg]XYf`h\Y fY`Uh]cbg\]d`VYhk YYb`Ma VcX]YX`[Yghi fYg`UbX`X][]hU` cbYgž`fcm `h\Y`fYg]ghj Y`ghfUh[ ]Yg`cZ`j`j Y dYff_cfa UbWY`hc`\ck `k Y`a][h`UffYgh`h\Y`XmbUa ]Wg cZ[ YbXYf`cn`]bY"
	Hi hcf]U`	8]gW gg]cn`cZ_Ym`]XYUg`UbX`WUgY`ghi XYg. DYff_cfa Ubj`]hy m fŁ"@"`5i gh]bnbž`>]XŁh\ `6u htY Ł UbX`DUfg]g`6i fbbn[ `f`%`- $Ł"
K YY_`(`.`%` 5i[i gh!`%- 5i[i gh	Hcd]W	8UbWY`UbX`DYff_cfa UbWY`!`[u Ygh`YWhi fYf`8f`9f]b 6fUnn[Ub
	@YWhifY	H\]g`k YY_`k Y`X]gW gg`\ck `[ Yghi fYg`Wca m b]WUhY"
	Hi hcf]U`	8]gW gg]cn`UbX`dfUWh]WU`Y]pd`cfUh]cn`cZ[ Yghi fY`Ug`U hmdY`cZdYff_cfa UbWY"
K YY_`)`.`&%`5i[i gh!`&* 5i[i gh	Hcd]W	

F Ygci fWYg

DfYgWf]VYX F Ygci fWYg

F YUX]b[g Zcf h\]g Wci fgY UfY dcghYX cb A ccX`Y ]b h\Y k YY_`mgW\YXi`Y" +h ]g U [ fYUh ]XYU hc df]bh ci h#Xck b`cUX U``fYUX]b[g Zcf h\Y Wci fgY VYZcfY]h VY[ ]bg ž gc h\Uh h\Ym UfY fYUXm UbX k U]h]b[Zcf mci hc fYUX UbX a Uf_ i d"

K \Uh K Y 9l dYWh cZ Mci

Hi hcf]U` WcbXi Wh

Mci UfY Yl dYWhYX hc UWh]jY`m dUfh]W]dUhY UbX VY dfYdUfYX Zcf YUW\ hi hcf]U` Zca k YY_g &!%]b h\Y Zcfa cZ dfcj]XYb[U jU`i UV`Y]bdi h W\U` UbX h\ci [\h ``Wcbhf]Vi h]cb hc cVgYfj Uh]cbg cb dYfZcfa UbW UbX dYfZcfa UbW gh i X]Yg"

fYgdcbgY·"·Ei Ygh]cbg·h\Uh·WUb·VY·Ubgk YfYX·Vm·fYUX]b[·h\Y·Wci fgY·ci h]bY·k]``bch·VY·fYgdcbXYX·hc"·Mci WUb·WcbhUWh·YUW\]b[·ghUZZ·j]U·Ya U]ž·h\Y·Yd\cbY·cf·dfY!UffUb[YX·Wcbgi `hUh]cb"·9a U]`g·k ]``·U`k Umg·VY Ubgk YfYXžVi h·d`YUgY·U`ck ·(,·\ci fg·Zcf·U·fYgdcbgY"·9a U]`g·k]``·bch·VY·Ubgk YfYX·UZhYf·\ci fg·cf·cb k YY_YbXg"

D`YUgY·gYY·I BGK ·7cXY·cZ7cbXi Wh·Zcf·a cfY·]bZcfa Uh]cb"

FYWca a YbXYX·FYgci fWYg

Mci ·WUb·Z]bX·h\Y·`]b_·hc·h\Y·Wca d`YhY·Vcc_`]`fda VgUf[a`fa BWXa d_S`UWEfgV[We·VmF]WXUfX·GWXYWXbYf·]b K YY_·CbY·cZh\Y·Wci fgY·gWXYXi`Y"·H\]g·]g·U·\Y·dZi``·hYl h·Vcc_·hc·[fci bX·mci ·]b·h\Y·X]gW]d`]bY"

7ci fgY·9jU`i Uh]cb·UbX·8YjY`cda Ybh

Gh i XYbhg·]b·dfYj]ci g·mYUfg·Yb/`cmYX·YUf]b[·UVci h·dYf·Zcfa UbW·Zca ·X]ZZYfYbh·dYfgdWhjYg"