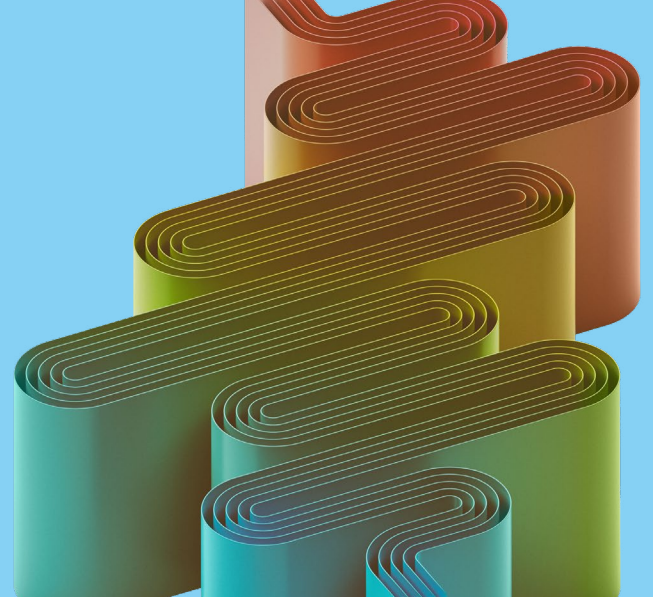


## Transforming higher education training



# Case Study – Academic Integrity and the Universal Business School Sydney

**Universal Business School Sydney** is an independent business school in Australia supporting approximately 2000 students, with three campuses in Sydney, Melbourne and Adelaide. They offer postgraduate MBA programmes in business, accounting and I.T, and undergraduate programmes in accounting and business.

Jotsana has worked within UBSS for nine years. On becoming chair of the Academic Integrity Committee in January 2024, she identified that UBSS did not have an academic integrity module for students or staff. In addition, the Australian higher education regulator, TEQSA, had issued a request from higher education institutions in Australia in 2024, for action plans on mitigating risks of Generative AI within higher education institutions. These factors exemplify why Jotsana subscribed to Epigeum's *Academic Integrity*. She was keen to 'make sure that people understood that AI wasn't something to be feared', and to educate her institution on how to use it appropriately.



### Who did we speak to?

**Associate Professor Jotsana Roopram**,  
*Deputy Dean Academic, Campus Director (Sydney), Lecturer,  
Academic Integrity Committee Chair.*



### What kind of subscription do UBSS have?

*Academic Integrity* student-facing, and staff-facing, accessed via their VLE Moodle Platform.



### Highlights

*Academic Integrity* has 86% completion rate for students and 92% for staff across all three campuses in the first trimester that the training was launched (based on figures accurate from the date of this case study).

# Case study

## Implementation

UBSS mandated the *Academic Integrity* resource as a requirement for all undergraduate and postgraduate students in May 2024. Jotsana attested that once integrated within their Learning Management System, 'it was easy to use/amend/edit' and 'user friendly.' The student-facing programme is housed on Moodle homepage. This is the main provision the institution has for training students in this topic, alongside in-person presentations from lecturers in the first week of classes. Students must complete the training before the first assessment is due in week 4 of this trimester and achieve 100% in the end-of-module quizzes to pass training. The training appears on students' academic transcripts on completion, so they will not be able to graduate if the training has not been completed.

Jotsana ensured a holistic promotion of the programme to maximise on any contact they have with students at any opportunity. Firstly existing slide decks, used for class orientation by lecturers, were amended with information about the online training. For online classes, intermission videos advertising the training was played during the breaks. She encourages lecturers to empower students to take the training through regular in-person reminders. The resource has also been advertised in-person across all campuses via loops on digital screens and noticeboards, at the student support services centres, as well as via a banner on the Moodle homepage and UBSS' website. Promotion has also been active on their social media accounts – Facebook, LinkedIn and Instagram – and they continue to run regular promotional campaigns several times a year to get the message across to students. 'I wanted every student to know what the training was and have done it by the end of the trimester too', Jotsana explained.

In addition to the online training, UBSS have a dedicated Student Success Manager on each campus who is available to work with students throughout the trimester helping to prepare them for assessments with guidance surrounding research, referencing and other key issues. They encourage students at these sessions to complete the Epigeum training if they have not already done so.

As training is mandatory, Jotsana runs reports throughout the trimester to check the completion stats for the training. This enables her to broadcast focused messages to any students who have not finished *Academic Integrity*.

Jotsana felt it was important to educate both students and faculty on the correct use of AI, especially surrounding questions of how it might impact assessments and marking. For this reason, she has made the staff-facing *Academic Integrity* training modules mandatory for all staff, including full time and seasonal, to set a good example on what they expect from their students. It has now been written into contracts of staff that they must undertake this training to work at the institution. Many staff have been proud of finishing the training, posting their completion certification to their LinkedIn accounts. The training has therefore served as a professional development tool.

## Outcomes

Since launching the programme in May 2024, UBSS has seen an 86% completion rate for students, and 92% for staff. Jotsana has seen fewer cases coming to the *Academic Integrity* Committee for topics covered by the Epigeum resource such as plagiarism, referencing and abuse of AI.

This has led to a new reporting section within UBSS' GCA (Student Management System) for efficiently logging cases. Part of this new process involves lecturers checking to see if students who have breached academic integrity have completed the Epigeum Training. As a result, Jotsana can now see a direct correlation: In 95% of cases which come through, students have not completed the Epigeum training. Students who have failed to complete this training risk being penalised more heavily by the committee for breaches.



I wanted every student to know what the training was and have done it by the end of the trimester too.

Going forwards, Jotsana would like to work with the dedicated Student Success Managers to do more in-person workshops, using the complementary Blended Learning Resources. She would also like to network more with other Epigeum and *Academic Integrity* users to generate further ideas for content roll-out and promotion. Her personal development has also seen her write an article within this topic on 'How AI will impact Academic Integrity in Higher Education,' ideas of which will feed into general projects for UBSS in the future.



### Get in touch

To find out more about any of our programmes and what Epigeum can do for your institution, please get in touch.

