



MGMT2080

Application of Business Models

Session 1, In person-scheduled-weekday, North Ryde 2024

Department of Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr. Lauren Gellatly

lauren.gellatly@mq.edu.au

By Appointment

Credit points

10

Prerequisites

50cp at 1000 level or above

Corequisites

Co-badged status

Unit description

The concept of business models applies to a broad spectrum of the business community, encompassing venture start-ups, existing private, public and social organisations. This unit takes a practical approach to analyse the value of business models and how sustainable values may be created and captured among different organisations. It looks at the role of critical elements such as sources of revenue, resources, capabilities, cost structure and key stakeholders, and how these elements are orchestrated to create organisation value and sustainability. This unit offers an opportunity to develop skill sets that help to develop innovative business models, and/or refine existing models, and challenges students to apply this knowledge to create business models or refine existing business models.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Describe and evaluate a range of business models and their applications in the context of the broader business environment.

ULO2: Critically analyse a range of business model frameworks.

ULO3: Apply the discipline of business models and analytical techniques to sustainable business operations.

ULO4: Identify a project and develop a business model to create sustainable values.

General Assessment Information

Unless a *Special Consideration* request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern. For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to apply for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Active Engagement Task</u>	20%	No	Ongoing In Class
<u>Individual Report</u>	40%	No	Week 7
<u>Group Project</u>	40%	No	Various- Refer to iLearn

Active Engagement Task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Ongoing In Class**

Weighting: **20%**

This participatory task will comprise of students' completion of tasks in-class, contribution to tutorial discussions, and interaction in tutorials.

On successful completion you will be able to:

- Describe and evaluate a range of business models and their applications in the context of the broader business environment.
- Critically analyse a range of business model frameworks.
- Apply the discipline of business models and analytical techniques to sustainable business operations.
- Identify a project and develop a business model to create sustainable values.

Individual Report

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 7**

Weighting: **40%**

Students are expected to submit a report of approx. 1,500 words. This task is marked individually.

On successful completion you will be able to:

- Describe and evaluate a range of business models and their applications in the context of the broader business environment.
- Critically analyse a range of business model frameworks.
- Apply the discipline of business models and analytical techniques to sustainable business operations.
- Identify a project and develop a business model to create sustainable values.

Group Project

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **Various- Refer to iLearn**

Weighting: **40%**

Students will collaborate on an analytical assignment, collectively submitting a group-marked report. Additionally, each student will individually present their designated section of the report; for this component of the task will be marked individually.

On successful completion you will be able to:

- Describe and evaluate a range of business models and their applications in the context of the broader business environment.
- Critically analyse a range of business model frameworks.
- Apply the discipline of business models and analytical techniques to sustainable business operations.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Please refer to this unit's iLearn page.

Unit Schedule

Please refer to this unit's iLearn page

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be

made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Unit information based on version 2024.04 of the [Handbook](#)