



GMBA8123

Applied Immersion 1

Coursera term 5, Fully online/virtual 2020

Department of Management

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Disclaimer

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Associate Professor Lan Snell

lanchi.snell@mq.edu.au

Teaching Assistant

Linden Misselbrook

Contact via globalmba.support@mq.edu.au

Credit points

5

Prerequisites

GMBA8121 and GMBA8122

Corequisites

GMBA8124

Co-badged status

Unit description

A future-focused capability for all managers is the ability to identify the problem and develop creative solutions. Without creativity, your business runs the risk of falling behind competitors, becoming less agile and could be vulnerable to market pressures. The final two units in the Problem Solving Capstone apply the knowledge learnt throughout the course into an industry-supplied challenge. In Applied Immersion 1, each group will be assigned a real-life problem to solve. This first sprint asks each group to 'sit in the problem' by firstly to identifying the problem through conducting a scoping exercise. This includes a reverse brief to the client, a literature review, and some exploratory research. Each group is required to develop a project charter including key milestones. Faculty and industry coaches will work with groups as they embark on this six-week problem identification process.

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: Evaluate and analyse the client brief.

ULO2: Develop a literature review that synthesises and critically assesses the client's problem

ULO3: Apply innovative problem solving and self-directed project planning skills to produce a project charter.

ULO4: Present effectively in an informal and formal manner the project plans.

General Assessment Information

Submission

You will submit your assessment tasks via your online unit on Coursera.

For individual submissions, please use the following naming convention for your file:

lastname-firstname-GMBAxxx-A1.*

lastname-firstname-GMBAxxx-A2.*

For group submissions, please use the following naming convention for your file:

team-number-GMBAxxx-A1.*

team-number-GMBAxxx-A2.*

Extensions

Please note that no extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission = 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

For any questions regarding your assignment submission or to apply for special consideration, please send an email to globalmba.support@mq.edu.au.

Formatting instructions

These instructions pertain only to written assignments. In the case of other formats (e.g., slide decks) specific formatting instructions may apply. Written assignments should be in 11 point Arial font with 1.5 line spacing. Each page of the report should be numbered and have at minimum 2.5 cm margins from the left and right edges and top and bottom of the page. The word count is strictly enforced. The actual word length of the document, not including references or appendices, should be clearly stated on the title page of the report. Written assignments should have the following structure:

1. A title page with the question, your student name and student number, word count of the text

2. The body of the report structured with paragraphs and with appropriate headings and citations, with page numbers.
3. Complete reference list of material cited in the text.

Referencing

Please use the American Psychological Association (APA) 6th edition reference style. This means that when referring to an article or book etc, you indicate the author's name followed by the year of publication (Jones, 1989). For multiple authors include all names (Jones, Smith, & Wilson, 1990). If you use a direct quote put the quoted words in "quotation marks" and include the page number with the reference (Jones, 1989, p. 76). A reference list should be presented in alphabetical order at the end of the paper. Further information on APA style is available at <http://libguides.mq.edu.au/content.php?pid=85232&sid=634282>

Commercial in Confidence

Please note that you must not disclose any information marked 'Commercial in Confidence' without permission from the party who supplied it (e.g., your current or previous employer, customers, etc.).

Assessment Tasks

Name	Weighting	Hurdle	Due
Client Evaluation	20%	No	2 September 2020, 10am (AEST)
Teamwork critical reflection	30%	No	16 September 2020, 10am (AEST)
Final Presentation	50%	No	7 October 2020, 11am (AEST)

Client Evaluation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **2 September 2020, 10am (AEST)**

Weighting: **20%**

Length: 15 min. presentation Format: Team Proposal (10%); Individual Performance (10%) Task: In this assignment, your immersion project team will present the initial project proposal to the client and hold a live Q and A. Each team member will present for 3 mins.

On successful completion you will be able to:

- Evaluate and analyse the client brief.
- Develop a literature review that synthesises and critically assesses the client's problem
- Apply innovative problem solving and self-directed project planning skills to produce a project charter.
- Present effectively in an informal and formal manner the project plans.

Teamwork critical reflection

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 25 hours

Due: **16 September 2020, 10am (AEST)**

Weighting: **30%**

Length: 1,500-2,000 words (individual); 1,500-2,000 (team) Format: Individual Reflection (15%); Team Reflection (15%) Task: In this assignment, you will complete: An individual reflection (15%) on one (1) team dimension (teamwork, conflict, client relationships) and one (1) personal / professional dimension of student's choice (e.g. stakeholder management, conflict or time management, feedback and self-regulation, etc.); peer review by team members. A team critical reflection summary (15%) (comparison, discussion, observation of mis/alignment and) following a team discussion of individual reflections.

On successful completion you will be able to:

- Apply innovative problem solving and self-directed project planning skills to produce a project charter.
- Present effectively in an informal and formal manner the project plans.

Final Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 24 hours

Due: **7 October 2020, 11am (AEST)**

Weighting: **50%**

Length: 20 min. presentation Format: Team Presentation (25%); Individual Performance (25%) Task: In this assignment, your immersion project team will creatively present the final project.

On successful completion you will be able to:

- Evaluate and analyse the client brief.
- Develop a literature review that synthesises and critically assesses the client's problem
- Apply innovative problem solving and self-directed project planning skills to produce a project charter.
- Present effectively in an informal and formal manner the project plans.

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

Required text

There is no required textbook for this unit. Please refer to the weekly required readings in your online unit. All readings are available via the Macquarie University library and do not need to be purchased separately.

Delivery method

This unit will be delivered entirely online via the Coursera Learning Management System. Access to a personal computer is required to access the resources and learning materials on Coursera.

Unit Schedule

For this unit, Live Events (via the web conferencing software Zoom) will take place once a week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the online unit. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available within 24 hours of the event and can be accessed via **Resources** in the online unit.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor and classmates. Students are encouraged to complete specified Live Event preparation learning activities prior to each scheduled Live Event in order to get the most value out of these sessions.

Please note: The teaching schedule is subject to change. Please refer to your online unit for the latest schedule.

Compulsory attendance: Attendance in Live Events 1, 3, and 6 is required.

Week	Live Events	Assessments
1	Webinar: Wednesday 2 September 2020, 10-11am (AEST)	A1 due: in Week 1 Live Event
2	Webinar: Wednesday 9 September 2020, 10-11am (AEST)	
3	Webinar: Wednesday 16 September 2020, 10-11am (AEST)	A2 due: 16 September 2020, 10am (AEST)
4	Webinar: Wednesday 23 September 2020, 10-11am (AEST)	
5	Webinar: Wednesday 30 September 2020, 10-11am (AEST)	
6	Webinar: Wednesday 7 October 2020, 11am-12pm (AEDT)	A3 due: in Week 6 Live Event

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/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

Student Support

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

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [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

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

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.