MGMT8005

Managing Technology

Session 2, Special circumstance 2020

Department of Management

Contents

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
Credit points 10
Prerequisites Admission to MMgmt or MEngMgt
Corequisites
Co-badged status
Unit description Digital innovation is disrupting markets, organisations and management itself. It is an important means for creating value for customers and a necessary aspect of a modern manager's mindset. Managers have to be able to critically evaluate the nature and significance of digital technology to understand unfolding trends and avoid fads. Digital innovation also offers new techniques and tools for effective organisational management in dynamic environments. In this unit, students will develop the knowledge and skills required to manage technology and innovation. They will learn to reconceptualise how business is done with technology to promote sustainable business performance, research and design solutions to enhance decision making, and manage innovation.

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 the concepts of digital innovations and disruption.

ULO2: Critique a range of digital business models which sustain competitive advantage in products and services.

ULO3: Apply digital business models to new business settings.

ULO4: Produce a business digital transformation plan that recommends solutions to enhance organisations' decision making and the management of innovation.

General Assessment Information

Late Assessments must also be submitted through Turnitin. 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 incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for Special Consideration is made and approved. Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Class preparation and contributions	20%	No	Weekly
Video Presentation	30%	No	Week 5
Digital Innovation Proposal	50%	No	Business Case Due Week 8; Final Report Due Week 13

Class preparation and contributions

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 10 hours
Due: **Weekly**
Weighting: **20%**

Students will need to complete pre-class activities, discuss those activities, and contribute to class discussions.

On successful completion you will be able to:
• Evaluate the concepts of digital innovations and disruption.
• Critique a range of digital business models which sustain competitive advantage in products and services.
• Apply digital business models to new business settings.

Video Presentation

Assessment Type [1]: Presentation

Indicative Time on Task [2]: 20 hours
Due: **Week 5**
Weighting: **30%**

Students will record, edit and produce a 5 minutes video presentation on a seminar topic. Topics will be allocated in week 1. The video will be played to the class and will be followed by a 10-minute Q & A session.

On successful completion you will be able to:

- Critique a range of digital business models which sustain competitive advantage in products and services.
- Apply digital business models to new business settings.
- Produce a business digital transformation plan that recommends solutions to enhance organisations' decision making and the management of innovation.

Digital Innovation Proposal

Assessment Type [1]: Project
Indicative Time on Task [2]: 40 hours
Due: **Business Case Due Week 8; Final Report Due Week 13**
Weighting: **50%**

This task has two parts. Students will work in groups to develop a proposal for a new digital system, product or service for an organisation. Students will firstly present their business case to the class, and the group will then submit their 5,000-word report via iLearn during the final week of session. Students will receive 50% of their marks for this task based on the group report as a whole. The remaining 50% will be derived from individual contributions.

On successful completion you will be able to:

- Critique a range of digital business models which sustain competitive advantage in products and services.
- Apply digital business models to new business settings.
- Produce a business digital transformation plan that recommends solutions to enhance organisations' decision making and the management of innovation.

---

[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	None. Readings will be available on iLearn
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students. Students are expected to participate in online Zoom Classes using a laptop, tablet, or phone which has both a camera and microphone to stream voice and/or video
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page
Inherent Requirements	None

Unit Schedule

Please see iLearn.

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). 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). 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).

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.