



G MBA8004

Become a Meaning Maker

Coursera term 3, Fully online/virtual 2021

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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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

Dr Senia Kalfa

senia.kalfa@mq.edu.au

Unit Convenor

Dr Abas Mirzaei

abas.mirzaei@mq.edu.au

Credit points

5

Prerequisites

Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description

Faced with complex and ambiguous environments, how do leaders envision the future and instill their vision in a way that conveys its meaningfulness and drives change and innovation? This unit addresses this challenge using the lenses of leadership, vision and identity. Drawing on theories such as internal marketing, the unit explores how students, as leaders, can create a compelling vision and understand how to communicate with impact and meaning. Students will also understand how to build personal power to exert influence and how to harness the transformative power of social identity to sustain commitment to the vision. Special attention will be given to the role of identity in leading across cultures and borders. In exploring these concepts, the unit will also build an understanding of how storytelling can engage and influence people beyond traditional approaches to communication. This unit will also explore the role of brands and visual identity in organisational success. Students will develop awareness of brand identity and the role of brand in clarifying and reinforcing the vision, both within the organisation, and for partners and customers.

Important Academic Dates

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

Learning Outcomes

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

ULO1: Evaluate approaches to influencing and creating meaning at work.

ULO2: Synthesise and apply concepts related to the role of visionary leadership and identity in meaning making in complex and dynamic organisational contexts

ULO3: Analyse and apply approaches to meaning making that play a role in aligning employee buy-in of organisational narratives

ULO4: Create strategies to leverage meaning making through branding

ULO5: Situate discussions of meaning making within broader social contexts and concerns

General Assessment Information

Submission

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

For written assessment tasks, you **must submit in either PDF or Word (.doc) file types**. If your submission is in a file type that cannot be opened, late penalties will apply for submitting the correct file after the due date.

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 please contact your Unit Convenor. If you would like to apply for Special Consideration please submit a request via ask.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
Reflection and analysis	40%	No	Wednesday 19 May, 11:59pm, 2021 (AEST)
Purposeful meaning making	60%	No	Friday 11 June, 11:59pm, 2021 (AEST)

Reflection and analysis

Assessment Type ¹: Report

Indicative Time on Task ²: 10 hours

Due: **Wednesday 19 May, 11:59pm, 2021 (AEST)**

Weighting: **40%**

Length: max 1,500 words (excl. references) Format: Written report Task: You will be asked to analyse and synthesise factors that contribute to meaning and meaninglessness at work.

On successful completion you will be able to:

- Evaluate approaches to influencing and creating meaning at work.
- Analyse and apply approaches to meaning making that play a role in aligning employee buy-in of organisational narratives

Purposeful meaning making

Assessment Type ¹: Report

Indicative Time on Task ²: 14 hours

Due: **Friday 11 June, 11:59pm, 2021 (AEST)**

Weighting: **60%**

Length: 2,500-3,000 words (excl. references) Format: Written report Task: In this task, you will be asked to identify and analyse factors that contribute the most to successful/unsuccessful higher purpose meaning making. Please refer to the section Course Resources - Assessment Information in your online unit for detailed information on this assignment as well as the marking criteria. You will be asked to submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Synthesise and apply concepts related to the role of visionary leadership and identity in meaning making in complex and dynamic organisational contexts
- Analyse and apply approaches to meaning making that play a role in aligning employee buy-in of organisational narratives
- Create strategies to leverage meaning making through branding
- Situate discussions of meaning making within broader social contexts and concerns

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 [Learning Skills Unit](#) 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.

Week	Live Events	Assessments
1	Webinar: Thursday 6 May 2021, 6-7pm (AEST)	
2	Webinar: Thursday 13 May 2021, 6-7pm (AEST)	
3	Webinar: Thursday 20 May 2021, 6-7pm (AEST)	A1 due: 19 May 2021, 11:59pm (AEST)
4	Webinar: Thursday 27 May 2021, 6-7pm (AEST)	
5	Webinar: Thursday 3 June 2021, 6-7pm (AEST)	
6	Webinar: Thursday 10 June 2021, 6-7pm (AEST)	A2 due: 11 June 2021, 11:59pm (AEST)

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](#)
- [Grade Appeal Policy](#)
- [Complaint Management 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

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 Enquiry Service

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

Equity 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.

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.