



# MMBA8095

## Digital Strategy for Business

Term 2, Intensive attendance, North Ryde 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 Roger Moser

[roger.moser@mq.edu.au](mailto:roger.moser@mq.edu.au)

Credit points

10

Prerequisites

MMBA8055 or MMBA8050

Corequisites

Co-badged status

Unit description

Digitisation, IoT, robotics and artificial intelligence are key concerns for executives and business leaders. These technologies, along with other developments, create a VUCA world where existing business models are made obsolete. Organisations need to update their strategies to create a fit between their value creation, value capture and value delivery activities (i.e. business models) and their competitive environment. To do so, it is essential to understand the potential and limitations of these digital technologies and other developments, in the context of an organisation's business model and competitive strategy. Through real-world case studies, this unit presents, discusses and analyses actionable insights into how digital technologies have affected an organisation's business model, digital infrastructure and strategy, and is used by organisations to create a competitive advantage.

## 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:** Identify and discuss political, social, economic and technological developments driving the imperative to develop digital business models.

**ULO2:** Undertake internal and external strategic analyses to assess an organisation's competitiveness in the digital era.

**ULO3:** Identify basic mechanisms and logics of digital business models and examine the

key resources and capabilities of digital transformation in their implementation.

**ULO4:** Design and communicate a digital strategy that is aligned to an organisation and is optimal for delivering growth and profitability.

## General Assessment Information

### Late Assessment Policy:

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 40% 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
<a href="#">Digital Business Model (Design)</a>	40%	No	8th May 2021
<a href="#">Strategy Report</a>	60%	No	30th May 2021

### Digital Business Model (Design)

Assessment Type <sup>1</sup>: Design Task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **8th May 2021**

Weighting: **40%**

This group assignment will require students to design a digital business model for an allocated organisation.

Students will be required to: 1) Submit a 1,000-word report to describe the designed business model (20%); and 2) Present and defend the designed business model in a presentation (20%).

On successful completion you will be able to:

- Identify and discuss political, social, economic and technological developments driving the imperative to develop digital business models.
- Undertake internal and external strategic analyses to assess an organisation's

competitiveness in the digital era.

- Identify basic mechanisms and logics of digital business models and examine the key resources and capabilities of digital transformation in their implementation.

## Strategy Report

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **30th May 2021**

Weighting: **60%**

Students will be required to submit a 2,000-word report to describe the necessary transformational activities the allocated organisation needs to implement in order to realise the designed business model.

On successful completion you will be able to:

- Identify and discuss political, social, economic and technological developments driving the imperative to develop digital business models.
- Identify basic mechanisms and logics of digital business models and examine the key resources and capabilities of digital transformation in their implementation.
- Design and communicate a digital strategy that is aligned to an organisation and is optimal for delivering growth and profitability.

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<sup>1</sup> 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.

<sup>2</sup> 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	All relevant texts and videos can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
Unit web page	The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>

<b>Technology Used and Required</b>	Students are required to have access to a personal computer and familiarise themselves with iLearn ( <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a> ).  iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
<b>Delivery Format and Other Details</b>	Number and length of classes: This class is taught over <b>two weekend block classes</b> . The first block runs Fri-Sun, and the second block runs three weeks later from Sat-Sun. Each day consists of <b>2 x 4-hour classes</b> , each including lecture and seminar activities.  Classes may vary due to public holiday(s). The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a>
<b>Recommended readings</b>	Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page
<b>Inherent requirements</b>	None

## Unit Schedule

Please see iLearn.

## 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](mailto: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](http://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](mailto: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/](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.