COMP3780
Technology Management
Session 1, Special circumstances 2021

Department of Computing

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Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

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

<table>
<thead>
<tr>
<th><strong>Unit convenor and teaching staff</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Convenor, Lecturer</strong></td>
</tr>
<tr>
<td>Dr. Peter Busch</td>
</tr>
<tr>
<td><a href="mailto:peter.busch@mq.edu.au">peter.busch@mq.edu.au</a></td>
</tr>
<tr>
<td>Contact via x 9520</td>
</tr>
<tr>
<td>4 RPD 284</td>
</tr>
<tr>
<td>TBD</td>
</tr>
<tr>
<td><strong>Lecturer</strong></td>
</tr>
<tr>
<td>Prof. Jian Yang</td>
</tr>
<tr>
<td><a href="mailto:jian.yang@mq.edu.au">jian.yang@mq.edu.au</a></td>
</tr>
<tr>
<td>Contact via x 9584</td>
</tr>
<tr>
<td>4 RPD 207</td>
</tr>
<tr>
<td>TBD</td>
</tr>
<tr>
<td><strong>Tutor</strong></td>
</tr>
<tr>
<td>Mr. Adnan Mahmood</td>
</tr>
<tr>
<td><a href="mailto:adnan.mahmood@mq.edu.au">adnan.mahmood@mq.edu.au</a></td>
</tr>
<tr>
<td>4 RPD 3rd floor</td>
</tr>
<tr>
<td>TBD</td>
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<table>
<thead>
<tr>
<th><strong>Credit points</strong></th>
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<table>
<thead>
<tr>
<th><strong>Prerequisites</strong></th>
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</thead>
<tbody>
<tr>
<td>130cp at 1000 level or above</td>
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<table>
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<tr>
<th><strong>Corequisites</strong></th>
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<tr>
<th><strong>Co-badged status</strong></th>
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## Unit description

This unit provides insights into five broad aspects of management systems: environment of management; organisations and their behaviour; management of human resources; project management and control; contracts; assessment; control and quality management; training; documentation and industrial relations legal issues; and management responsibility. From a practical perspective the unit involves examining new venture start-ups with high-tech industrial and commercial domains, with students working in groups on a business plan. The unit is aimed at students with a background that is typically technical although this is not essential.
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:

UL01: Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.

UL02: Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.

UL03: Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.

UL04: Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

General Assessment Information

Late submission:

Late submission of individual work will incur a 10% penalty for every 24 hours, or part thereof, it is late. So within 24 hours, the maximum mark that can be obtained is 90% of the full grade for that assessment task; between 24 and 48 hours, the maximum mark that can be obtained is 80% of the full grade; and so on. No extra documentation is required unless the student wishes to have an extension (see below) applied.

Late submissions of group based assignments are not permitted unless under exceptional circumstances with documentary evidence provided to the unit convenor which may include medical certificates as per the Department of Computing policy. One person being sick does not mean the group cannot submit work. Students are recommended to have a backup plan for group based submissions.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>5%</td>
<td>No</td>
<td>30th March</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>5%</td>
<td>No</td>
<td>20th April</td>
</tr>
</tbody>
</table>
### Quiz 1

**Assessment Type:** Quiz/Test  
**Indicative Time on Task:** 5 hours  
**Due:** 30th March  
**Weighting:** 5%

Based on chapters 3, 4, 5 and 6 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

### Quiz 2

**Assessment Type:** Quiz/Test  
**Indicative Time on Task:** 5 hours  
**Due:** 20th April  
**Weighting:** 5%
Based on chapters 7, 8, 9, 10 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Quiz 3

Assessment Type: Quiz/Test
Indicative Time on Task: 5 hours
Due: 11th May
Weighting: 5%

Based on chapters 11, 12, 13 and 14 of the textbook.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.
Quiz 4

Assessment Type 1: Quiz/Test
Indicative Time on Task 2: 5 hours
Due: 1st June
Weighting: 5%

Based on chapters 15, 16, 17 and 18 of the textbook.

On successful completion you will be able to:
- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assignment 1

Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 20 hours
Due: 23rd March
Weighting: 20%

Using Internet based reference sources, analyse the current market position of a given major technology company. Apply the principles from the textbook to answer a series of questions on management styles and organisational culture, current strategic issues facing an organisation and the prognosis for the future.

On successful completion you will be able to:
- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
• Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
• Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
• Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Assignment 2
Assessment Type 1: Project
Indicative Time on Task 2: 20 hours
Due: 18th May
Weighting: 20%

A group of FOUR students will select a new product, service or business venture as the basis for a comprehensive business plan, covering market analysis, the product or service offering, marketing plan, operations plan, financial plan, risk management and recommendations. The overall mark is moderated by Peer Review feedback.

On successful completion you will be able to:
• Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
• Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
• Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
• Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

Online exam
Assessment Type 1: Examination
Indicative Time on Task 2: 25 hours
Due: 7-25th June
Weighting: 40%
An open book online exam of roughly three hours duration undertaken in a 6 hour window of time. Scripts will be submitted to iLearn.

On successful completion you will be able to:

- Demonstrate leadership skills to co-ordinate a team of people to deliver a useful and valuable product or service or launch a new business venture.
- Demonstrate an understanding of individual personalities and communication styles and how this impacts interpersonal interactions and team motivation and performance.
- Both provide and accept critical analysis and constructive criticism for continuous improvement in deliverables and demonstrate social learning and problem based learning skills.
- Apply the different elements that are needed to successfully build and operate an effective team, organisation and business e.g. marketing, operations, financials and control.

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**

Each week you should attend up to 3 hours of lectures and tutorial. For details of days, times and rooms consult the timetables webpage.


*Do not buy earlier editions as the quiz questions in particular will directly relate only to the 8th edition.*

The eBook version is available online for $60. This represents a convenient way to acquire the textbook for class workshops, assessments and the final exam.

All lecture slides will be available from iLearn. Audio from the lectures will be available via the Echo360 system with links from the unit’s iLearn home page.
All assignments are accessed from [iLearn](https://ilearn.mq.edu.au/login/index.php) and submitted through iLearn. Assignments 1 and 2 are Turnitin assignments, submitted through iLearn, but sent to Turnitin for plagiarism checking. Students should allow up to 24 hours to receive Turnitin feedback reports.

**Website and access to unit material:**
The web page and content for this unit can be found at iLearn: [https://ilearn.mq.edu.au/login/index.php](https://ilearn.mq.edu.au/login/index.php). Note that the unit content is not publicly available and requires for you to log in to access.

### Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Day/Date</th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Assessments</th>
</tr>
</thead>
</table>
| 1 - Peter | Tue 23/2 | Unit Outline  
Chapters 1 and 2 | No tutorial |  |
| 2 - Peter | Tue 2/3 | Chapters 3 and 4 | Managing McDonald’s Australia, pp 31-32 |  |
| 3 - Peter | Tue 9/3 | Chapters 5 and 6 | Culture of the ADF, pp 100-101 |  |
| 4 - Peter | Tue 16/3 | Chapters 7 and 8 | A wake up call to global clothing brands, pp 177-178 | Assignment 1 due 23/3 |
| 5 - Peter | Tue 23/3 | Chapters 9 and 10 | Workplace stress can kill, pp 246-247 | Quiz 1 due 30/3 |
| 6 - Peter | Tue 30/3 | Chapters 11 and 12 | Netflix and SVOD pp 309-310 |  |
| 7 - Jian | Tue 20/4 | Writing a Business Plan Financial Analysis | Group Assignment Topics | Quiz 2 due 20/4 |
| 8 - Jian | Tue 27/4 | Chapters 13 and 14 | Starbucks Controls, p 348 |  |
| 9 - Jian | Tue 4/5 | Chapters 15 and 16 | Teamwork at Lonely Planet, p 455 | Quiz 3 due 11/5 |
| 10 - Jian | Tue 11/5 | Chapters 17 and 18 | Delivery disaster at Domino’s Pizza, p 577 |  |
| 11 - Jian | Tue 18/5 | Revision - Jian’s material | Radical leadership, p 649 | Assignment 2 due 18/5 |
| 12 - Peter | Tue 25/5 | Revision - Peter’s material | Assignment Review |  |
| 13 - Peter/Jian | Tue 1/6 | Exam topics, structure, past exams etc. | No Tutorial | Quiz 4 due by 1/6 |
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/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/

Exam

<table>
<thead>
<tr>
<th></th>
<th>7-25th June</th>
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<tbody>
<tr>
<td>Check online for details</td>
<td>All unit material</td>
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</tbody>
</table>

https://unitguides.mq.edu.au/unit_offerings/139706/unit_guide/print
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.

Changes from Previous Offering

Prof. Jian Yang replaces Dr. Ian Krycer as co-lecturer on the unit.

Tutorials are now one hour (not two) in duration from 2021.

Standards

Four standards, namely HD, D, CR, P summarize as many different levels of achievement. Each standard is precisely defined to help students know what kind of performance is expected to deserve a certain mark. The standards corresponding to the learning outcomes of this unit are given below.

If you are given a second opportunity to sit the final examination as a result of failing to meet the
minimum mark required, you will be offered that chance during the same supplementary examination period and will be notified of the exact day and time after the publication of final results for the unit.

<table>
<thead>
<tr>
<th>L.O. 1</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>Can reproduce some definitions and ideas, show some breadth of understanding of new business leadership</td>
<td>Show breadth of understanding across most of the unit material relating to a new business venture</td>
<td>Apply terminology and ideas in some new contexts, show breadth of understanding across most of the new business unit material</td>
<td>Apply terminology and ideas in new contexts, show breadth of understanding of all the new business unit material and external references</td>
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<thead>
<tr>
<th>L.O. 2</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
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<tbody>
<tr>
<td>People Skills</td>
<td>Can reproduce some definitions and ideas, show some breadth of understanding of individual and team motivation</td>
<td>Show breadth of understanding across most of the unit material relating to individual and team motivation</td>
<td>Apply terminology and ideas in some new contexts, show breadth of understanding across most of the new people management unit material</td>
<td>Apply terminology and ideas in new contexts, show breadth of understanding of all people management unit material and external references</td>
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<th>L.O. 3</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
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<tbody>
<tr>
<td>Critical Analysis</td>
<td>Able to provide and accept critical analysis and demonstrate some social learning skills related to some unit material</td>
<td>Able to provide and accept well considered critical analysis and demonstrate social learning skills related to most of the unit material</td>
<td>Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material</td>
<td>Able to provide and accept well considered critical analysis and demonstrate refined social and problem learning skills related to all the unit material and additional outside reference material</td>
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<table>
<thead>
<tr>
<th>L.O. 4</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>High Distinction</th>
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<tbody>
<tr>
<td>Business Understanding</td>
<td>Understands the basic idea of how to build a successful business including some of the elements of marketing, operations, financials and control.</td>
<td>Understands more than the basic superficial ideas of how to build a successful business including most of the elements of marketing, operations, financials and control.</td>
<td>Exemplifies a knowledge of the key concepts of how to build a successful business including all of the elements of marketing, operations, financials and control.</td>
<td>Has a complete command of the subject matter on a deeper level on how to build a successful business including all of the elements of marketing, operations, financials control and risk management.</td>
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